

# THE COSTCO CONNECTION

November 2011 • Volume 26 • Number 11

A lifestyle magazine  
for Costco members



For Christopher Kimball,  
it's all about the food **29**

## Cooking, unplugged

Italian reds **35** LIFE at 75 **42** Rita Moreno **53** Italian ties **89** Diamonds **92**

# THE COSTCO CONNECTION



**NEW!**

The latest cookbook  
is here: *Smart Cooking  
The Costco Way 2010*

## Welcome to *The Costco Connection Online Edition*

- Complete a brief [Reader Survey](#) and enter a drawing to receive a Costco Cash card.
- New: [Costco Beer, Wine and Spirits Locator](#)
- For advertising information about *The Costco Connection*, select: [Media Kit \(lite\)](#) [MRI](#) [BPA/ABC](#)
- Click here to receive information about [The Costco Connection](#) reader panel.
- Electronic editions of Costco publications are available here in the "Resources" section. Browse, share and print these pages from wherever you have Internet access. You can even download an entire book as a PDF.
- To the left there is a tab called "Resources." Here's where Costco members will find information that they will likely refer to often, such as the [Kirkland Signature Wine Connection](#), all of the *Costco Way* cookbooks (also on right), location guides for [Gas Stations](#) and [Business Centers](#), and a beginners guide to [digital photos](#).



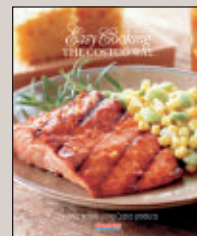
*Home Cooking*



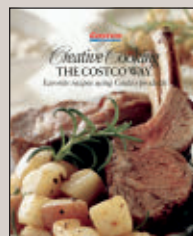
*In The Kitchen*



*Favorite  
Recipes*



*Easy Cooking*



*Creative  
Cooking*



*Cooking  
in Style*



*Cooking*



*Entertaining*



2007 Almanac



2008 Almanac



**Samsonite®**  
SOFTSIDE VERSATILITY



## Dual 360 2-Piece Spinner Set

21 in / 53 cm Carry-On Spinner  
27 in / 69 cm Checkable Spinner

Item #575842  
Also available in black



**Four Wheels ... Zero Effort.™**  
Rolls upright in any direction  
for easy mobility



Constructed of ultra-durable  
nylon with SamGuard™  
protection to resist stains  
from oil, dirt and water



Carry-On Spinner features a  
convenient side pocket to store  
last-minute items

**WAREHOUSE ONLY | AVAILABLE EARLY NOVEMBER**

# THE BEST 3D EXPERIENCE\*



LG LED LCD TVs

47" Class 47LW5700 3D 1080P LED LCD HDTV Item #704701

55" Class 55LW5700 3D 1080P LED LCD HDTV Item #955570

**LG CINEMA 3D**

**IN 3D TV TESTS**

**4 OUT OF 5 PEOPLE  
CHOOSE LG CINEMA 3D  
OVER SONY & SAMSUNG.\***

**LG Smart TV**

**LED**



THE NEXT  
GENERATION

**3D**

**COME INTO COSTCO AND SEE WHAT  
THE LG 5700 SERIES HAS TO OFFER**

- ✓ THE CONSUMER-PREFERRED 3D EXPERIENCE OF LG CINEMA 3D TV
- ✓ WIFI READY (ADAPTER INCLUDED) GIVING ACCESS TO LIMITLESS INTERNET CONTENT USING LG SMART TV
- ✓ THE BRIGHTNESS, CLARITY AND COLOR DETAIL OF LED BACKLIGHTING AND TRUMOTION 120HZ REFRESH RATE



\*Based on LG consumer perception study comparing overall 3D experience LG Cinema 3D TV vs. Samsung and Sony active 3D TVs in factory default settings, May 2011. LG TV model 47LW5600 with model AG-F200 glasses; Samsung TV model UN46D6420 with model SSG-3100GB glasses; Sony TV model KDL-46EX723 with model TDGBR100/B glasses. © 2011 LG Electronics U.S.A., Inc. Englewood Cliffs, N.J. All rights reserved. "LG Life's Good" is a registered trademark of LG Corp. All other trademarks are the property of their respective owners. Internet connection required to access broadband content and is sold separately. Screen image simulated. **WAREHOUSE/COSTCO.COM | AVAILABLE NOW**





# Share The Disney

## Give Some Family Fun



Available 11/1



Available Now



Available Now



Available Now



Available 11/15



Available 11/15



Available 11/22



Available 11/22

## Toys And Games For The



Disney Pirates of the Caribbean Play Set  
#885223



Available 10/24



Baby Einstein 16-Piece Gift Set  
#990588



# Holiday Magic



## Disney Movies In 3D



Available 11/1



Available Now



Available Now



Available 11/1



Available Now



## Whole Family



Disney Universe Game. Available 10/25

Share the magic of the holidays  
at the Disneyland Resort.  
Click Travel at [Costco.com](http://Costco.com)  
or call 1-877-849-2730  
for special vacation packages!

11/14/11-1/8/12\*

**Costco**  
TRAVEL

\*Holiday Entertainment & Attractions dates listed above



# Get a **CARLOAD** of SAVINGS with Ameriprise Auto & Home Insurance!



## See how much you can save.

Call 1-888-404-5365 and mention reference  
number 8C2-11. Or, visit [Costco.com](http://Costco.com) and  
search: Auto Insurance.

Pay less when you switch to Ameriprise:\*

\$523.97 less than 21st Century

\$534.92 less than Allstate

\$534.79 less than Farmers

\$484.70 less than GEICO

\$401.34 less than Nationwide

\$428.32 less than State Farm

Auto and home insurance is underwritten by IDS Property Casualty Insurance Company and Ameriprise Insurance Company, both in De Pere, Wisconsin. Each company is a subsidiary of Ameriprise Financial, Inc. The auto and home insurance program is not available in AK, FL, LA, ME, ND, RI, WV, WY and Puerto Rico. Discounts and savings vary by state and apply to certain coverages. Insurance availability may vary by region or state. Certain restrictions and limitations apply. Ameriprise Auto & Home Insurance's California license number is 0C41813. Costco Insurance Agency, Inc.'s California license number is 0D08407.



\*Savings data represent information provided by Costco members who became new auto insurance policyholders with Ameriprise Auto & Home Insurance and reported annual savings between 3/1/11 and 8/31/11. Individual savings and experience may vary based upon a variety of factors, including, but not limited to, driving experience and type of automobile insured.

Ameriprise  
Auto & Home Insurance





## COVER STORY

Christopher Kimball's *Cook's Illustrated* magazine and *America's Test Kitchen* television program have built a devoted following by avoiding flash and focusing on substance.

BY TIM TALEVICH

# In the kitchen with Kimball

PAGE 29

## DEPARTMENTS

- 9 Front End**  
By Ginnie Roeglin and David W. Fuller
- 10 Dialogue**  
Letters from our readers
- 15 Fresh Views**  
Brain food for the entrepreneur
- 17 Financial Connection**  
By Suze Orman
- 18 Informed Debate**  
Should the mortgage interest deduction be phased out?
- 51 Arts & Entertainment**  
Book buyers' picks + DVD buyers' picks
- 67 For Your Health**  
Identifying dementia + Battery safety + Marrow donation
- 96 Member Connection**  
Costco members changing the world for the better

## FEATURES

- 23 Great by choice**  
In his new book, Jim Collins, author of *Good to Great*, explores what makes a business thrive.  
BY CHRIS PENTILLA
- 35 Wine Connection**  
Wonderful reds from three notable Italian regions.  
BY ANNETTE ALVAREZ-PETERS
- 72 Ditching diabetes**  
Shifting your daily habits can reduce the need for diabetes medication and may even prevent diabetes entirely.  
BY MALIA JACOBSON

## MEMBER SERVICE: 1-800-774-2678

COVER PHOTOGRAPHY: CARL TREMBLAY

## INSIDE COSTCO

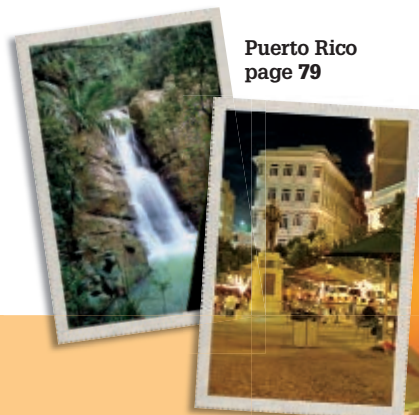
- 79 Costco Travel: Puerto Rico**  
Puerto Rico is an island of diverse pleasures.  
BY SARAH WYATT
- 81 Costco Services: Intuit**  
Costco and Intuit team up to offer two new programs for small businesses.  
BY TIM TALEVICH
- 83 Photo marketing**  
Developing eye-catching materials is key to a business's success.  
BY KRETA CHANDLER
- 87 It's in the cards**  
Holiday shopping and new holiday greeting cards are available at the Photo Center.  
BY DAVID WIGHT
- 89 That's Italian!**  
What's so special about Costco's Italian-made ties?
- 91 The great pumpkin pie**  
How to make 1.5 million pies in five days.  
BY T. FOSTER JONES
- 92 Buying Smart: Costco diamonds**  
Diamonds are this reporter's best friend.  
BY PAT VOLCHOK
- 95 Services Update**
- 98 Special Events**

MORE CONTENTS ON PAGE 7

Puerto Rico  
page 79

Pumpkin pie  
page 91

STEVE LAIT







# ePRINT PHOTOS OF THE PLAYOFF GAME RIGHT FROM THE STADIUM.

Now, print from virtually anywhere.<sup>1</sup>



**HP PHOTOSMART 7515 e-All-in-One**  
(item #602670)

<sup>1</sup> Requires an Internet connection to the printer. Feature works with any connected Internet- and email-capable device. Print times may vary. For a list of supported documents and image types, see [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter). And for additional solutions, see [www.hp.com/go/mobile-printing-solutions](http://www.hp.com/go/mobile-printing-solutions).

CONTINUED FROM PAGE 5

## Arts & Entertainment

### 42 Bringing pictures to LIFE

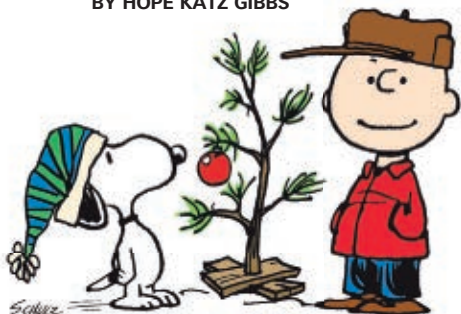
On its 75th anniversary, the iconic magazine selects its favorite photos.

BY DAVID W. FULLER

### 45 Defending dorks

*Dork Diaries* author Rachel Renée Russell has the last laugh on the cool kids.

BY HOPE KATZ GIBBS



### 49 Book Pick: *Girl in Translation*

Jean Kwok's transplanted life became the inspiration for her first novel.

BY MARK ANSTEAD

### 53 The gang's all here

Rita Moreno, Russ Tamblyn and George Chakiris look back on *West Side Story*.

BY STEVE FISHER

### 55 Bucking tradition

Horse whisperer Dan "Buck" Brannaman's philosophy extends to people, too.

BY STEVE FISHER



© MGM/FOX. ALL RIGHTS RESERVED



MIKE LAMONICA

Rita Moreno  
page 53

### 57 You're a classic, Charlie Brown

How did *Peanuts* achieve its multigenerational popularity?

BY STEPHANIE E. PONDER

### 61 Video games

Hot games for the holidays, getting physical with Kinect and more.

BY STEVEN L. KENT AND TIM TALEVICH

## Email, Facebook and Twitter

Want an easy way to share all your favorite news and stories about Costco?

Subscribe to *The Costco Connection Online Edition*. Just go to [Costco.com](http://Costco.com) and search "subscription."



## Availability of products advertised in *The Connection*

ALL PRODUCTS advertised are carried at Costco warehouses unless otherwise noted; however, products may not be available in all warehouse locations.

- Products are scheduled to be available during *The Connection's* month of publication and are noted as in warehouses "early in month" (1st to 10th), "mid-month" (11th to 21st) or "late in month" (22nd to 31st).
- All ads indicate whether a product is available in the warehouse, on [Costco.com](http://Costco.com) or both.
- Prices are usually not listed in the advertising because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope that members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.
- Shop early in the month for best selection on seasonal items.
- [Costco.com](http://Costco.com) carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.



**WEIDER**  
THE PRODUCTS YOU TRUST FOR THE RESULTS YOU WANT



**Take Control... Naturally!**  
Natural **Phytosterols** help lower cholesterol, which may reduce the risk of heart disease.

**Protect Your Muscles**  
A large amount of muscle loss occurs as we get older, and muscle strength diminishes with muscle loss.

**PROTECTING MUSCLE**  
Helps **BURN FAT** for Energy  
DESIGNED FOR BOTH MEN AND WOMEN  
Non-Bulking Formula

**Found in the Pharmacy Aisle**

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**

**You've got multiple devices.  
We've got one solution  
to help keep them safe.**



Maximum protection you need for the devices you own—wherever you connect.

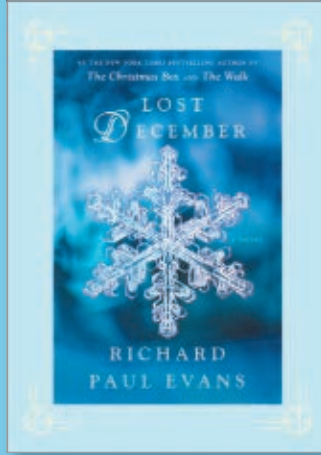
McAfee® All Access 2012 enables you to safely surf, shop, network and interact online. It is a single solution that provides comprehensive protection for your PCs and Macs, along with your mobile devices, such as smartphones and tablets.

**All your devices. All your stuff.  
All protected.**

**McAfee®**

**WAREHOUSE ONLY | AVAILABLE NOW**

The Amazing New Book from the Author of *The Christmas Box*



**Hardcover on sale November 1**

After Luke Crisp's mother passed away when he was very young, his father raised him as best as he could. Now, Luke is an adult and studying for his MBA, but he has some obstacles to overcome: first and foremost, the irresponsibility of a hard-partying lifestyle. Luke's careless ways and bad decisions have left him broke and without the education he worked so hard for, and the shame he feels at the situation has left him completely alone. Worse still, Luke has let down his father and caused the family business to be taken over by a heartless new owner. Only a true lesson in love will redeem Luke now in Richard Paul Evans's moving and powerful new novel, *Lost December* (Simon & Schuster). But will Luke's life lessons come too late to save him, his father and the business? Find out in the latest moving book from the author of *A Perfect Day*, *Promise Me* and *The Walk*.

Books may not be available in all locations. Book jackets are subject to change. Books carried by Costco in no way reflect the opinions of Costco's management, buying staff or *The Costco Connection*.

**WAREHOUSE ONLY**

**PUBLISHER** Ginnie Roeglin

**EDITOR** David W. Fuller 425-313-8510 [dfuller@costco.com](mailto:dfuller@costco.com)

**EDITORIAL DIRECTOR** Anita Thompson 425-313-6442  
[athompson@costco.com](mailto:athompson@costco.com)

**MANAGING EDITOR  
MAGAZINES**

T. Foster Jones 425-313-6748  
[Tod.Jones@costco.com](mailto:Tod.Jones@costco.com)

**MANAGING EDITOR  
BOOKS**

Tim Talevich 425-313-6759  
[ttalevich@costco.com](mailto:ttalevich@costco.com)

**ONLINE EDITOR**

David Wight [David.Wight@costco.com](mailto:David.Wight@costco.com)

**ASSOCIATE EDITORS**

Lorelle Gilpin, Ottawa 613-221-2009 [Lorelle.Gilpin@costco.com](mailto:Lorelle.Gilpin@costco.com)  
Sue Knowles, London 011-44-1923-213113 [sknowles@costco.co.uk](mailto:sknowles@costco.co.uk)  
Sungwon Pae, Seoul 82-2-2630-2700 [swpae@costcokr.com](mailto:swpae@costcokr.com)

**ASSISTANT EDITORS**

Stephanie E. Ponder, Seattle [sponder@costco.com](mailto:sponder@costco.com)

**REPORTERS**

Will Fifield [wfifield@costco.com](mailto:wfifield@costco.com)  
Steve Fisher [Steve.Fisher@costco.com](mailto:Steve.Fisher@costco.com)

**COPY EDITOR** Miriam Bulmer

**CONTRIBUTORS**

Rhonda Abrams, Annette Alvarez-Petres, Mark Anstead,  
Kreta Chandler, Clara Freeman, Hope Katz Gibbs,  
Marilyn Hewitt, Susan Hirshorn, Malia Jacobson,  
Steven L. Kent, Suze Orman, Chris Pentilla,  
J. Rentilly, Pat Volchok, Sarah Wyatt

**ART DIRECTOR** Doris Winters [d winters@costco.com](mailto:d winters@costco.com)

**ASSOCIATE ART DIRECTOR** Lory Williams [lw illiams@costco.com](mailto:lw illiams@costco.com)

**GRAPHIC DESIGNERS**

Ken Broman, Bill Carlson, Susan Dettlor, Steven Lait,  
Chris Rusnak, David Schneider, Brenda Tradii

**PRODUCTION MANAGERS**

Pam Sather, Seattle [psather@costco.com](mailto:psather@costco.com)

**ASSISTANT PRODUCTION MANAGER**

Antolin Matsuda [amatsuda@costco.com](mailto:amatsuda@costco.com)

**COLOR TECHNICIAN** MaryAnne Robbers [mrobbes@costco.com](mailto:mrobbes@costco.com)

**ADVERTISING MANAGER**

Jane Klein Shucklin 425-313-8277 [jshucklin@costco.com](mailto:jshucklin@costco.com)

**ASSISTANT ADVERTISING MANAGER**

Kathi Tipper-Holgersen 425-313-6581 [ktipper@costco.com](mailto:ktipper@costco.com)

**ADVERTISING COORDINATORS**

Melanie Woods Seattle 425-313-2558 [mwoods@costco.com](mailto:mwoods@costco.com)

**SENIOR ADVERTISING PROJECT COORDINATOR**

Steve Trump [strump@costco.com](mailto:strump@costco.com)

**ADVERTISING / PROMOTION COPYWRITER**

Bill Urlevich

**NATIONAL ADVERTISING REPRESENTATIVES**

**West:** John McCarthy 818-706-8066 [johnmccarthy1@sbcglobal.net](mailto:johnmccarthy1@sbcglobal.net)

**Texas:** Nuala Berrells 214-660-9713 [nuala@sbcglobal.net](mailto:nuala@sbcglobal.net)

**Northeast:** Frank Colonno 201-962-2759

[fcmediapartners@optonline.net](mailto:fcmediapartners@optonline.net)

**Midwest:** Stu Opfer 630-832-3600 [stu@opfermedia.com](mailto:stu@opfermedia.com)

**Southeast:** Carl Mischka 252-626-8199 [CarlMischka@aol.com](mailto:CarlMischka@aol.com)

**BUSINESS MANAGER**

Janet Burgess

**CIRCULATION MANAGER**

Rossie Cruz 425-313-6715 [rcruz@costco.com](mailto:rcruz@costco.com)

**CIRCULATION / EDITORIAL ASSISTANT**

Dorothy Strakele 425-313-6899 [connection@costco.com](mailto:connection@costco.com)

**ADMINISTRATIVE ASSISTANT**

D. Ted Harris 425-313-2937 [dt Harris@costco.com](mailto:dt Harris@costco.com)

## COSTCO WHOLESALE

P.O. Box 34088, Seattle, WA 98124-1088  
999 Lake Drive, Issaquah, Washington 98027  
Fax: 425-313-6718  
Email: [connection@costco.com](mailto:connection@costco.com)

For information on warehouse hours and more:  
1-800-774-2678 or visit Costco.com



The Costco Connection is published by Costco Wholesale. All editorial material, including editorial comments, opinion and statements of fact appearing in this publication, represents the views of the respective authors and does not necessarily carry the endorsement of Costco Wholesale or its officers. Information in The Costco Connection is gathered from sources considered to be reliable, but the accuracy of all information cannot be guaranteed. The publication of any advertisements is not to be construed as an endorsement of the product or service offered unless it is specifically stated in the ad that there is such approval or endorsement. Products advertised may not be available at all locations at the time of publication. Publishing offices are located at 999 Lake Drive, Issaquah, WA 98027. Copyright © 2011 Costco Wholesale.

## from the publisher's desk

Ginnie Roeglin

PASSION IS ONE of the keys to success. Whether it is about one's business, personal career, hobbies or special causes, passion drives people to continual improvement and the pursuit of excellence. Such is the case with Christopher Kimball, featured on our cover this month. As the TV host, cookbook author and publisher of *Cook's Illustrated* magazine explains in the interview starting on page 29, he and his team spend many hours tirelessly testing and retesting recipes and developing new cooking techniques. You'll find some of his favorite holiday recipes on pages 31 and 32. His latest cookbook, *Cook's Illustrated Cookbook*, would make a great gift for the cooks on your list.

Speaking of gifts, you need look no further than this issue for help with your holiday list. This issue includes our annual Holiday Gift Guide, filled with our favorite items in the warehouses and on Costco.com. We've also included an expanded Arts & Entertainment section with all of the latest video games, movies and books.

Our new Italian-made ties make great gifts. We are proud to put our own Kirkland Signature™ label on these stylish ties made by the same artisans who make high-end European labels that sell for \$135 or more in department stores. You can read more about the craftsmanship of our \$19.99 hand-finished ties on page 89.

If you are in the market for a diamond gift or engagement ring this year, you'll want to check out the diamonds that Costco offers in our warehouses and online. We carry one-of-a-kind diamonds that range from 1.0 to 6.0 carats. These top-grade gems are offered at savings of as much as 150 percent over classic retail jewelry stores. Read about the quality standards, pricing and value of Costco's diamonds in Buying Smart on page 92.

Finally, be sure to visit our warehouses on the weekend following Thanksgiving to pick up our gift to you—our 10th annual cookbook, *A Decade of Cooking the Costco Way*, featuring hundreds of recipes using Costco ingredients. We thank you for your business and wish you and your family a very happy Thanksgiving from all of us at Costco! ☞



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of *The Costco Connection*.



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

## from the editor's desk

David W. Fuller

IN MY LIBRARY at home I have upwards of 350 copies of *LIFE* magazine. About half are copies I bought eight years ago from a bookstore that was going out of business. The other half are some of the copies that arrived weekly at my parents' home during the 1950s, '60s and '70s.

Why did I, and my parents before me, hang on to these magazines, in some cases for more than 50 years?

Because more than a small share of what we learned about the world, about the variety of enthusiasms one can have, about the tragedies, the glories, the changing course of the events of our day, the constants in Western and Eastern traditions—more than a small share of this knowledge came to us through those pages. It came in vivid photographs and illustrations and in memorable words.

Paging through these magazines today, the thrill of discovery is still there, not to mention the joy of rediscovery, highlighted in the story on page 42.

I had the good fortune in the 1980s to work for a former *LIFE* magazine reporter/editor, Ken Gouldthorpe. Working for Henry Luce from 1954 to 1970, Gouldthorpe had been out in the field with the likes of legendary photographer Alfred Eisenstaedt, started *LIFE's* Australia–New Zealand edition and covered Winston Churchill's funeral, developing photos aboard a plane while speeding back across the Atlantic to make deadline. Fifty years later, ask Gouldthorpe about those days and he'll tell you:

"The whole thrust was go do it, get it done and get it done right or it won't get in. Working for *LIFE* in those days was the essence of the journalism business." ☞



## Debate goes on



MEDIA BAKERY

### In response to the October Debate, "Should paid sick leave be mandatory?"

**YES.** When employees have to work while they are sick, their work performance is impaired and illness recovery is prolonged.

*Eileen Ball  
Onaway, Idaho*

**NO.** It should not be mandatory. I don't believe the small businesses can afford it.

*Robert Stevens  
Homer Glen, Illinois*

**YES.** It helps [toward] a good work ethic and boosts employees' morale knowing that the company they work for cares about them.

*Sandy Sands  
Scottsdale, Arizona*

**NO.** If you don't work, you shouldn't get paid.

*Freda Emmons  
Troutdale, Oregon*

## Member comments

### Opt-out option

With reference to the item on page 81 ["Practical Tip: Safe Mortgage Shopping," October 2011], the correct URL [for the mail opt-out service] is [www.dmchoice.org](http://www.dmchoice.org).

*Leslie Rothenberg  
Pacific Palisades, California*

### Jacqueline speaks

I just finished reading the cover article ["The Kennedy Conversations"] in the October issue. My mother insisted to my father that I be named after Jacqueline Kennedy, and now that I'm "more mature," I'm grateful. Since I was little I have always looked up to and admired this woman. While reading the comments that she makes during the interview with Arthur Schlesinger Jr., I could [almost] hear her speak them to me. I truly cannot wait to pick up my copy of the *Historic Conversations*.

*Jacqueline Husar Moshref  
San Jose, California*

### Job interview tips

I was thrilled that you provided two articles about the interview process in your September issue. "Interviews that click" and "Dress for Success" help both the employer and the candidate during the talent review process. As a corporate recruiter, I meet with job applicants on a daily basis and I have seen a lot of variety in professional attire. Some candidates intend to put their best foot forward, but they seem to overlook small items. I commonly see new graduates leave their suit tag sewn on the outside sleeve.

The 10 tips are solid suggestions, and I would love to see universities/colleges post this article in campus career-development offices. Sometimes the interview process can seem mysterious, but your articles provided a lot of clarity for both parties involved!

*Colleen Dault  
Chandler, Arizona*

### Nontoxic advice

No one ever needs to wonder whether or not they should take a child to an emergency room for an accidental poisoning ["When to Take Your Child to the ER," September 2011]. Poison control centers around the country are available 24 hours, seven days a week, to assist parents immediately with this type of emergency. In 2009, according to the American Association of Poison Control Centers, poison centers safely and effectively treated 72 percent of all poison exposures over the phone, saving people expensive and unnecessary trips to their local ER.

In this time of tight resources and rising healthcare costs, I know your readers can certainly benefit from having the nationwide 1-800-222-1222 Poison Help number programmed into their cellphones. Calls are free and fully confidential. You can even call about medication mistakes. There is nothing worse than feeling helpless in the face of an emergency; for poisonings, you don't have to.

*Wendy Blair Stephan  
Miami, Florida*

### Fire safety

As a fire and life safety educator, I would like to correct one item in "The Wonders of Baking Soda" [September 2011]. Fire safety experts do not recommend using baking soda to extinguish grease or electrical fires; this is a

dangerous practice and runs the risk of the fire flaring up and causing more damage.

Grease fires should be smothered by using the lid that fits the pan and turning off the heat source. Any flames that continue to flare around the sides of the lid mean that it is larger than you can extinguish yourself. You and everyone in the house should be evacuated and the fire department should be called. It is too easy for small grease fires to become dangerous kitchen fires.

Electrical fires require that the electricity be turned off at the master switch. If anyone is touching the wiring and has been electrocuted, do not touch [that person] until all the electricity in the dwelling has been turned off. Again, evacuate the building and call the fire department. Electrical fires in the wall could easily ignite building materials and travel within the wall where they cannot be seen.

For more information about fire safety procedures, I recommend the American Red Cross' Fire Safety Checklist ([www.redcross.org](http://www.redcross.org)) and visit [www.nfpa.org](http://www.nfpa.org) to explore "Safety Information" from the National Fire Protection Association.

*Caren Bedsworth  
Las Vegas, Nevada*

### Boys can sew

When I read "young women are embracing needle and thread" in the article on sewing ["In Stitches"] in September's *Costco Connection*, I literally gasped out loud. How could the author not know? Boys sew too!

My 13-year-old daughter took several sew-



### MONTHLY READER SURVEY

**Win a Costco  
Cash card  
worth \$50!**

WHAT DO you think of this issue of *The Connection*? Tell us and you could be one of five winners of a \$50 Costco Cash card! Take a moment to complete our anonymous reader feedback survey by going to [Costco.com](http://Costco.com) and searching "Costco Connection Magazine." Click "Reader Survey" on the welcome page. Upon completion, you will have the option to enter the drawing.

## Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to [dialogue@costco.com](mailto:dialogue@costco.com); or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

ing classes at Craftology (a crafting lounge and learning center) this summer. There was a boy in her class who was already an experienced sewer. On the night Craftology hosted a free sewing project, the guest instructor was a very accomplished young man, and boys of all ages participated in the activity.

Let's face it: When you take away the gender bias, a sewing machine is just another power tool.

*Ellie Lief  
Fair Oaks, California*

## Salvaged memories

We recently lost our home and everything in it to a wildfire in Steiner Ranch, Texas. We are loyal Costco members and have been downloading our photos to the Costco Photo Center since 2006 to have prints picked up at our local warehouse. I was overjoyed to discover the baby photos of our two daughters and all the special times in our lives still existed in our Photo Center account. We cannot adequately express our gratitude and joy at being able to replace what we thought was lost forever.

*Elise Stock  
Austin, Texas*

*David Horowitz's "Consumer Connection" will be back in the December issue.—Ed.*



Every Picture Matters®

### Big Zoom Small Compact Body



Item #594947

FINEPIX
14
10x
3.0"

MEGAPIXELS
WIDE-ANGLE ZOOM
LCD

**BUNDLE INCLUDES**

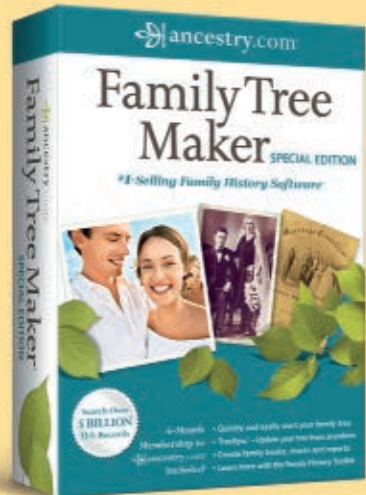
T310 DIGITAL CAMERA

CAMERA CASE

4 GB CLASS 6 SDHC CARD




WAREHOUSE/COSTCO.COM | AVAILABLE NOW



## Easily Discover Your Family History

Family Tree Maker 2012 Special Edition Software\* includes **6 months of free access** to 5 billion U.S. historical records on Ancestry.com. Unbeatable value for Costco members!

\*Only at Costco. Available in select locations.



WAREHOUSE ONLY | AVAILABLE EARLY NOVEMBER

## THE BEST-SELLING DANCE FITNESS FRANCHISE!



**TEEN**

**T**

ESRB CONTENT RATING

Mild Lyrics

www.esrb.org

Copyright ©2011 Madman Entertainment Company & Zumba Fitness, LLC. All Rights Reserved. Zumba® Zumba Fitness® and the Zumba Fitness logo are trademarks of Zumba Fitness, LLC, used under license. Developed by Zaxxon Entertainment Ltd.

WAREHOUSE/COSTCO.COM  
AVAILABLE NOVEMBER 15

#603550

# OLYMPUS®

## VR-330 Camera Bundle

### The Ultimate Super-Slim, Long-Zoom Camera



.76"

14.0 MP
12.5x WIDE ZOOM
3.0" HI-RES LCD
HD VIDEO HDMI OUTPUT

1x



5x



12.5x



**Includes:**  
Camera, Case,  
4 GB SD Card  
& Extra Battery



WAREHOUSE/COSTCO.COM | AVAILABLE NOW



## The Holidays Will Come and Go Quickly. So Will These Two Swiss-Made Chronographs.

The Knight Chronograph includes a stainless steel case and a rose-gold-coated stainless steel bezel. The Zurich Chronograph includes a black PVD-coated stainless steel case and bezel. Both timepieces feature a 30-minute chronograph function and are water resistant to 100 m (330 ft.).



**WENGER**  
**SWISS**  
**MILITARY**

WAREHOUSE ONLY | AVAILABLE EARLY NOVEMBER



Knight Chrono  
Item#381883

Zurich Chrono  
Item#592224

## Garmin Forerunner® 410 with heart-rate monitor

This GPS-enabled sport watch records your time, pace, distance, heart rate and calories. Wirelessly sends data to your computer for later analysis at Garmin Connect™. Includes premium heart-rate monitor, charger and extra wrist straps to fit all sizes.

ITEM #583583



**GARMIN**

WAREHOUSE ONLY | AVAILABLE EARLY NOVEMBER

## SEIKO

DEDICATED TO PERFECTION

### COUTURA

#### LADIES'

- Sixteen diamonds
- Mother-of-pearl dial
- Date window on dial
- Cabochon crown
- 100 m water resistant

#583495

#### CHRONOGRAPH

- Two-tone case and bezel
- Smoky gray dial
- Date window on dial
- Cabochon crown
- 100 m water resistant

#583497



WAREHOUSE ONLY | AVAILABLE EARLY NOVEMBER





Item #533241

### INVICTA SUBAQUA NOMA IV CHRONO

Swiss-Made Chronograph . 50 mm Case . Solid Stainless Steel and Polyurethane Band . Water Resistant to 500 Meters



Item #566878

### INVICTA ANGEL SPECIAL EDITION

Professional Quartz . 31 mm Case . Mother-of-Pearl dial Genuine Leather Multicolor Interchangeable Bands. Water Resistant to 100 Meters



Item #533239

### INVICTA PRO DIVER CHRONO

Professional Chronograph . 48 mm Case . Solid Stainless Steel. Water Resistant to 200 Meters



Item #552470

### INVICTA VENOM RESERVE

Swiss Made Chronograph . 53.7 mm Case . 18-kt. Rose Gold Plating . Genuine Leather Band . Water Resistant to 1000 Meters

WAREHOUSE ONLY | AVAILABLE EARLY NOVEMBER



Microsoft®  
*Signature*

# High-Powered

Performance for Your PC.



Microsoft *Signature* removes the trialware and sampleware that clutters a new PC and gets you on the road to peak performance faster than ever before.

## Acer Aspire Timeline X

Acer Timeline AS5830T Costco #596027

**Select Acer PCs at Costco are  
Microsoft Signature**



### Exceptional Performance

Lightning fast performance, greater speed and responsiveness.



### Custom Interior

Preloaded with Windows 7 Home Premium, Windows Live Essentials, Zune software, Internet Explorer 9 and more.



### Amazing Mileage

Less software running in the background optimizes performance.



### The Extras

Microsoft Security Essentials – world-class anti-virus software with no subscription fees that never expires.



## Acer Aspire One 722

Acer AO722-BZ480-US Costco #596020



Arriving  
mid-November

## Acer Aspire AS Series Laptop

Acer AS5750-6589 Costco #596022



## Acer AM 3470

Acer AM3470 Costco #596087

©2011 Microsoft Corporation <sup>1</sup>Based upon an average of 6 different new Signature PCs showing PC Start-up. <sup>2</sup>Sleep and Resume times compared against the same exact make/model of a PC without Signature. Actual PC's with Signature times may vary.

acer

Microsoft®

## RHONDA ABRAMS: STRATEGIES



Rhonda Abrams is the author of *Successful Business Plan: Secrets and Strategies*. Register for her free business-tips newsletter at [www.planningshop.com](http://www.planningshop.com).

# Attitude shift

THE POLITICAL landscape in this country has become incredibly polarized, and our elected officials have lost the art of negotiation. Even in the face of vitally important problems, politicians can't seem to sit down and work with each other.

Would that be any way to negotiate in your business—or in your life? It better not be! Your negotiations are part of ongoing relationships. You want that client to keep hiring you, that supplier to keep offering you good deals, that employee to be motivated. Sure, each side wants a good deal, but, in the long run, you have an interest in making certain the other side gets treated fairly too.

That's why it's important to shift your negotiating attitude. Here's how.

**Stop thinking of the other side as your opponent.** If you're engaged in an effort to beat

the other side, the atmosphere is too soured for long-term success.

**Figure out what you really want and need.** How much do you really need to charge or pay to make a profit? This isn't about outsmarting your opponent—it's about making a deal that will work.

**Approach negotiations as problem-solving.** Try to identify and clarify what each side really needs and values. Then discussions can become a case of mutual problem-solving rather than a matter of constant bargaining.

**Deal with your emotions elsewhere.** Serious negotiations can be very stressful, so it's easy for them to affect your emotions. Instead, try to stay focused on the issues at hand.

**Finally, avoid mutual destruction.** The one tool equally available to both parties is to ruin the whole deal. Do you really want to do this? Politicians do it and the country suffers. But you don't want your business to suffer. So sit down and start talking to the person on the other side of the table, and work out a deal! ☑



**More in archives**  
On [Costco.com](http://Costco.com), enter  
"Connection." At Online Edition,  
search "Rhonda Abrams."

# Be a legacy leader

PEOPLE LAMENT the lack of good leaders, but thousands of folks running small businesses are trying to be just that. Costco member Geneace Williams, known as Dr. G, is the founder of Higher Learning Enterprises Ltd. ([www.hleltd.com](http://www.hleltd.com)), a leadership development and consulting firm, and author of the book *Leadership Dash: Breaking Through the Finish Line* (Our Living Word Communications, 2010; [www.leadershipdash.com](http://www.leadershipdash.com)). Dr. G says don't just be a leader but strive for legacy leadership.

"Leadership is the gift of sacrifice for the benefit of another, and legacy is the inheritance you create for those who follow," she says. "Legacy leadership is possible when you operate outside of comfort.... Those who push themselves toward dreams that are bigger create the possibility for reaching what is extraordinary and what will impact others even after the leader is no longer physically present."

Williams proffers five essential elements toward that goal.

**Intentionality.** Approach leadership intending to achieve something great. Operate from a well-thought-out and written strategy and plan of action. When intention meets purpose it sets the stage for transformation, and authentic leadership.

**Authenticity.** Be true to the person you say you are and practice "what you see is what you

get" type leadership. Don't profess one lifestyle while living another. Immerse yourself in self-awareness and self-development. Express vulnerability, inspiring others to do the same. Admit wrong and embrace change.

**Transparency.** Operate from a place that allows your innermost self to be seen by others. Transparency is more about self-disclosure or self-expression that allows others to see your true person.

**Influence.** Influential leaders realize they both influence and are influenced by others. Know and understand your power to influence or be influenced in an ethical manner. Know those within your sphere of influence and understand you often influence just because you hold the title "leader."

**Impact.** Strive to make a difference in the lives of others. Be driven by the possibility of leaving behind for future leaders valuable lessons that will cause them to also become leaders with impact. ☑



Geneace Williams



SMALL BUSINESS  
**SATURDAY**  
NOV 25

## Celebrate small businesses

SATURDAY, NOVEMBER 26, marks the second annual Small Business Saturday, American Express OPEN's national event to highlight small businesses everywhere. Last year's program drove millions of dollars to small businesses. More than 100 organizations have signed up to participate this year. Here are some things to expect.

❖ A map on Facebook will include a database of participating small businesses.

❖ Live events in Boston, Chicago, Dallas-Fort Worth, Los Angeles, Miami, New York, Philadelphia, San Francisco, Seattle, Washington, D.C., Atlanta, Detroit, Minneapolis-St. Paul, San Diego and Phoenix will encourage consumers to shop at small businesses.

❖ Women Impacting Public Policy (WIPP, [www.wipp.org](http://www.wipp.org)), a nonpartisan organization that advocates for issues affecting the health of small businesses, will help to expand the reach and impact.

❖ American Express will offer a \$25 statement credit to 200,000 Cardmembers who register (on the Facebook page) and spend \$25 or more at American Express small-business merchants in the U.S.

❖ 10,000 merchants will receive \$100 in free Facebook advertising to help promote the day. Printable point-of-purchase and storefront marketing materials to let consumers know that they operate a local, independently owned small business will be available for download.

For more information, go to [www.facebook.com/smallbusinessaturday](http://www.facebook.com/smallbusinessaturday). ☑



# Nikon. This Year's Favorite Gift.



Item #596249

**New**

**COOLPIX® S6200**

**16  
MEGA  
PIXELS**

**10x WIDE  
OPTICAL  
ZOOM**

**2.7"  
LCD  
DISPLAY**

**Nikon  
HD  
MOVIE**



Item #596243

**New**

**COOLPIX® S8200**

**16.1  
MEGA  
PIXELS**

**14x WIDE  
OPTICAL  
ZOOM**

**3" HI-RES  
LCD  
TOUCH  
DISPLAY**

**1080p  
HD  
MOVIE**



Item #596251

**New**

**COOLPIX® AW100**

**16  
MEGA  
PIXELS**

**GPS  
& E-COMPASS  
FUNCTIONS**

**CMOS SENSOR  
IDEAL FOR LOW-LIGHT  
SHOOTING**

**1080p  
HD  
MOVIE**



**WATERPROOF,  
SHOCKPROOF,  
FREEZE-PROOF**



Item #569860

**COOLPIX® S4100**

**14  
MEGA  
PIXELS**

**5x WIDE  
OPTICAL  
ZOOM**

**3" HI-RES  
LCD TOUCH  
DISPLAY**

**Nikon  
HD  
MOVIE**



Item #569442

**COOLPIX® P500**

**12.1  
MEGA  
PIXELS**

**36x WIDE  
OPTICAL  
ZOOM**

**3" HI-RES  
VARI-ANGLE  
DISPLAY**

**1080p  
HD  
MOVIE**

**All COOLPIX Digital Camera Packs include**  
4 GB memory card and camera case

Colors may vary by location.  
All Nikon products include Nikon Inc. USA limited warranty. ©2011 Nikon Inc.  
**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**

At the heart of the image™



## Ask Suze Orman

Email your personal-finance questions to:  
**suze@costco.com.**

Please include  
"Suze Orman Q&A"  
in the subject line; or fax to  
(425) 313-6718; or mail to  
**Q&A with Suze Orman**  
**The Costco Connection**  
**P.O. Box 34088**  
**Seattle, WA 98124-1088.**

Suze will answer  
selected questions in  
this bimonthly column.

She regrets that  
unpublished questions  
cannot be answered  
individually.

Suze Orman's TV  
show airs Saturday  
nights on CNBC. Suze  
can be contacted at  
**www.suzeorman.com.**

BRIAN BOWEN SMITH



# A student of finance

**By Suze Orman**

**I am 30, employed, and have saved \$130,000. My only debt is the cost of grad school, which is \$45,000 in loans. I'm thinking of making a lump payment to avoid the interest rate of 6 percent. My goal is to someday own my own home.**

*Jessica P.  
New York, New York*

I THINK it is smart to pay off your student debt.

When you do eventually apply for a mortgage, having the student loan debt paid off can be a double win. When mortgage lenders are sizing up your application, they assess what other debts you already have. And when your credit report shows you have paid off a loan that was never late or in default, that's going to help you land a strong FICO score, which will help you to get the best mortgage deal.

If you decide to pay off the loan in full, you'd still have \$85,000 in savings. You need to keep some of that money safe and sound at the bank for emergencies—it should cover up to eight months of living expenses. So tuck that amount away; what's left is what you can use for your down payment. Aim to make a 20 percent down payment. That will make lenders all the more eager to work with you, and it's a sign you are serious about homeownership.

**I am looking for investment options for my children, other than 529 plans. In addition to putting a little away for college, I want to help them get started investing for future non-education expenses, such as a home down payment or a car.**

*Curtis R.  
San Diego, California*

ONE OPTION is a Roth IRA. While the person who has the Roth must also have earned income, the money that is invested in the Roth doesn't have to come out of that person's earned income.

For example, if your 17-year-old has a job that provides \$5,000 of earned income this year, you could contribute the \$5,000 for a Roth IRA for your child. The great advantage of a Roth IRA is that the account holder can withdraw any contributions at any age without owing any tax or penalty. It is only the earnings on contributions that you need to be careful with. If you are making an early withdrawal from Roth earnings for a first-time home, you will not be hit with the 10 percent early-withdrawal penalty. But if your Roth is not at least five years old, you will owe income tax on any early withdrawal of Roth earnings. To be clear: Early withdrawal of Roth contributions are always free of penalty or

tax. But if you want to withdraw *earnings*, you need to be careful.

To be eligible to invest the max in a Roth, married couples filing a joint return must have modified adjusted gross income of less than \$169,000 in 2011. Couples with an income between \$169,000 and \$179,000 can still make a reduced contribution. For individuals, the 2011 limit to make a full \$5,000 contribution is \$107,000. An individual who earns between \$107,000 and \$122,000 can make a reduced contribution. If your income is above those limits, you can still get money into a Roth IRA, but you first must open a traditional IRA with a nondeductible contribution. Then you can convert it to a Roth IRA. Consult with a trusted tax adviser before you make any move.

**I need to set up a living revocable trust. One attorney wanted \$5,000, another wanted \$6,000 and the third said I didn't need one because my will spells everything out. Also, how do you find an executor to handle the trust?**

*R. Gabel  
Boise, Idaho*

FOR A VERY complicated estate, the cost will obviously be higher. But if your finances and plans are fairly straightforward, there's no reason you shouldn't be able to find an attorney who charges half as much, or less.

A will is great. But it only takes care of matters after you die. And if you only have a will, your estate typically must go through the costly and time-consuming court process known as probate. With a revocable trust in place, your family avoids probate completely.

With a trust you will need to appoint what is called a successor trustee. This is the person who will step in and manage your trust if you become incapacitated, or when you eventually die. Your successor trustee can be your executor as well. That's up to you. The best person to appoint is someone you trust 100 percent to honor your wishes as you have laid them out in the trust document.

Most important is how your trust can help take care of you while you are alive. A trust with an incapacity clause allows someone you have appointed to be your successor trustee step in and handle your affairs for you. And when you do pass, the transition will be seamless. No probate court to deal with. ☐

**More in archives**  
On Costco.com, enter  
"Connection." At Online Edition,  
search "financial connection."



# Should the mortgage interest deduction be phased out?

IT HAS BEEN SUGGESTED to phase out the practice of allowing homeowners to deduct the interest portion of their mortgages from their income tax.

Supporters of this idea argue that few low- and middle-income Americans benefit significantly from the mortgage interest deduction (MID), that it encourages home buyers to take on more mortgage debt than they can afford and that it channels investment away from assets such as factories and equipment that contribute more to growing the economy.

Opponents maintain that it encourages home ownership by reducing the carrying costs of owning a home, and it makes a real difference to hardworking middle-class families. They argue that eliminating this popular tax deduction could threaten recent progress toward stabilizing the housing market, lower property values and hurt economic growth.

What do you think?



**Find out more about this topic on the Web:**

- [www.taxpolicycenter.org/events/Rethinking-the-MID.cfm](http://www.taxpolicycenter.org/events/Rethinking-the-MID.cfm)
- [www.taxfoundation.org/blog/show/1081.html](http://www.taxfoundation.org/blog/show/1081.html)
- [http://en.wikipedia.org/wiki/Home\\_mortgage\\_interest\\_deduction](http://en.wikipedia.org/wiki/Home_mortgage_interest_deduction)



COMSTOCK

## YES

**from members:**

**Phillip Tam**  
Wahiawa, HI



You should not be able to deduct interest on your home loan through federal or state taxes.

**Alice McLaughlin**  
Stone Ridge, VA



The MID should be phased out in order to increase government revenue and to discourage homeowners from taking on more debt than they can afford.

**John A. Thompson**  
Concord, MA



For home mortgages over one million dollars.

## NO

**from members:**

**Ann Vetruba**  
Andover, MN



The tax deduction is a big help for people and money people put back into our homes and economy.

**Edgardo Rivera**  
Duluth, GA



[MID] is about the only significant tax break middle income families get.

**Merilee Ballard**  
Spokane, WA



We need it for the extra money to manage our budget.

## from an expert in the field:



**Anthony Randazzo** is director of economic research at the Reason Foundation and co-author of the study *Unmasking the Mortgage Interest Deduction: Who Benefits and By How Much?* (<http://reason.org/studies/show/the-mortgage-interest-deduction>).

PUBLIC SUPPORT FOR THE mortgage interest deduction (MID) is anchored on the ill-informed belief that without it middle-class families would be relegated to renting, causing homeownership rates to tumble and housing prices to further fall. But in reality, MID benefits increase the average homebuyer's ability to purchase a mortgage by only a minus-cule 1 percent. The MID was used by 35 million Americans in 2009. That represents just 25 percent of taxpayers, meaning most families do not actually benefit from the MID.

Twenty years ago 48 percent of those getting MID benefits were in the middle class, but in 2009 it was down to just 30 percent. Meanwhile, households with incomes of more than \$100,000 now file 41 percent of the tax returns that use the deduction, up dramatically from a 14 percent share in 1991.

The deduction provides few or no benefits to low-income families, seniors and Americans without mortgages. Additionally, the MID costs the government about \$100 billion a year in lost revenue.

A revenue-neutral elimination of the mortgage interest deduction could lower everyone's taxes by 8 percent without adding a dime to the deficit. And the lost benefits would not be very much for those few middle-class families that do claim the MID. In 2009, the average tax savings the MID provided for households with incomes between \$40,000 and \$75,000 amounted to just \$152 a year. That's \$12.66 a month. That is well worth trading for an 8 percent tax cut to everyone (or some other revenue-neutral tax-cut distribution).

For most middle-class families there is not enough benefit from the MID to be the deciding factor in home affordability, and the MID just encourages wealthier families who would own a home regardless of the tax break to get a bigger house with bigger interest payments for a bigger tax break.

So if the mortgage interest deduction tax savings are mostly for young, high-income households, and the benefits don't even cover an inflated housing price that requires a larger mortgage than would have been necessary, why do we still have it? [E]

## from an expert in the field:



**Ron Phipps** is the president of the National Association of Realtors ([www.realtor.org](http://www.realtor.org)).

THE MORTGAGE INTEREST DEDUCTION (MID) is vital to the stability of the American housing market and economy. The MID makes a real difference to hardworking American families who are trying to build their future through homeownership.

For people who don't have hundreds of thousands of dollars in savings to buy a home outright, tax benefits such as the MID help them by reducing the carrying costs of owning a home. For example, a family who bought a home with a \$200,000, 30-year, fixed-rate mortgage in 2010, assuming an interest rate of 5 percent, could save nearly \$3,500 in federal taxes when they file next year. That's real money they can use to pay down other debts, save for their children's college education or put away for retirement.

Proposals to eliminate the MID shouldn't be thought of as simply getting rid of a tax break for homeowners, but rather as a de facto tax increase on the middle class and responsible homeowners, who are already doing their share by paying 80 to 90 percent of the federal income tax in this country.

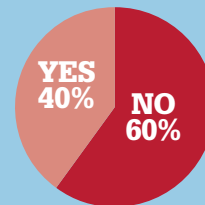
It's a common misconception that only the wealthy benefit from the MID, when in reality it benefits primarily middle- and lower-income families. In fact, 65 percent of families who claim the MID earn less than \$100,000 per year; as a percentage of income, the biggest MID beneficiaries are younger middle-class families.

It's also ridiculous to say that the MID is suddenly part of the deficit problem, when the deduction has been part of the federal tax code since 1913, for nearly 100 years.

One thing that is indisputable is that eliminating the MID will make it harder for American families to become homeowners, effectively lowering the U.S. homeownership rate. While not everyone wants to own a home, and homeownership isn't for everyone, encouraging and supporting the aspirations of those who are financially qualified, have demonstrated fiscal responsibility and are willing to purchase a home that is well within their means, through tax benefits like the MID, can generate immeasurable benefits for individuals and families, communities and our nation's economy. [E]

## OCTOBER DEBATE RESULTS:

Should paid sick leave be mandatory?



Percentage reflects votes received by October 17, 2011.

• • • • •

## SEPTEMBER DEBATE RESULTS:

Ten years after 9/11, is America safer?

**YES: 26% NO: 74%**

Percentage reflects votes received by September 30, 2011. Results may reflect Debate being picked up by blogs.



See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.



SOME DETERGENTS  
**TORTURE**  
YOUR CLOTHES.

# Save them.

- Keeps Your Clothes Looking Like New Longer
- Won't Cause Shrinking, Fading and Stretching



Selection may vary by location.  
WAREHOUSE ONLY | AVAILABLE NOW

Long live your wardrobe.

 **HOLLANDER**  
Home Fashions, LLC.

CHARISMA®

CHARISMA®

## Luxury Down-Alternative Pillows

Cuddle up with these high-quality 400-thread-count, Egyptian cotton, down-alternative pillows. These pillows are filled with Comforel® Silky Soft™ fiberfill, which allows you complete comfort for a full night's sleep. The signature jacquard gusset provides maximum head and neck support.

Our Charisma. pillows are machine washable.

**TWO-PACK**  
JUMBO  
or  
KING

**WAREHOUSE/COSTCO.COM | AVAILABLE LATE NOVEMBER**



CHARISMA®

Elegance and style. The finest materials.  
Quality for your home.

The soft and absorbent **Charisma Spa Towel Collection** brings the utmost in quality and style to your bath. Also available solid colored bath sheets, bath towels and hand towel & wash cloth 4 piece sets. Available late November.

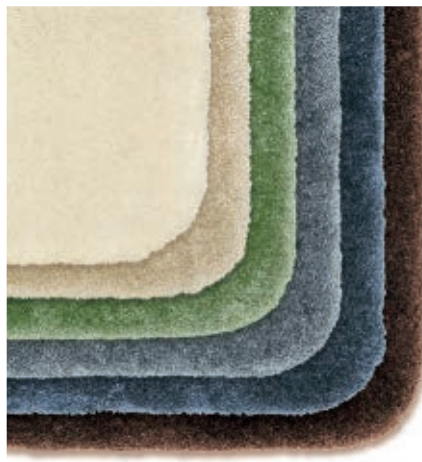
Add elegance, color and comfort to any room in your house with the **Charisma Faux Fur Throw**. Measuring 60" x 70", this luxurious plush throw is available in several colors and comes in a convenient gift box for easy holiday giving.

You'll love the comfort and warmth of the **Charisma Plush Blanket**. It's made of 100% polyester for easy care. Available in queen and king.

**Charisma Luxury Bath Mat** is super soft, machine washable and skid resistant. Bath mat is 24" x 36" and comes in a variety of colors to match your décor.

Selection may vary by location.

**WAREHOUSE ONLY | AVAILABLE NOW**





ITM./ART. 925222

# ELECTRIC FIREPLACE SET



Accessories and furniture not included

**Spectrafire™**  
Flame Effect Technology

**Perfect for homes, condos, dens, living/family rooms, game rooms, bedrooms or home office**

NEW Spectrafire™ multicolor flame effect

LED on-screen indicators

- Digital temperature control
- Adjustable flame brightness
- Timer
- Power
- Control activates/fades out when not in use

Decorative screen

Premium cocoa finish with faux slate surround

Multifunction remote control included

1,350 watt heater, 4,600 BTUs per hour

Assembles easily with a Phillips screwdriver

**50 in W x 43 in H x 19 in D**

**1.27 m W x 1.09 m H x 48.2 cm D**

**CHIMNEYFREE™**  
ELECTRIC FIREPLACES AND STOVES

© 2011, Twin-Star International, Inc. • [www.twinstarhome.com](http://www.twinstarhome.com)

Twin-Star International, Inc.  
1690 S. Congress Ave, Suite 210  
Delray Beach, FL 33445  
© 2011, Twin-Star International, Inc.  
Email: [parts@twinstarhome.com](mailto:parts@twinstarhome.com)  
For customer service: 866-661-1218

**WAREHOUSE ONLY | AVAILABLE NOW**



# Thriving through chaos

A look at why some companies succeed despite troubled times

By Chris Pentilla

WHY DO SOME COMPANIES thrive in uncertainty and chaos while others do not?

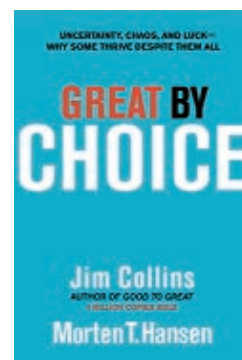
It's the central question of *Great by Choice*, the latest book from business guru Jim Collins and co-author Morten T. Hansen. It follows on the success of his five previous books, which have sold more than 10 million copies worldwide and are required reading for corporate leaders and entrepreneurs all over the world.

Collins' passion for discovering what makes companies great began years ago when he was teaching at the Stanford Graduate School of Business. He recalls, "I was teaching my students about starting and building small companies and the question inevitably came up: What really separates those small companies that go on to become an enduring great company [from ones that fail]?"

Collins teamed up with colleague Jerry I. Porras on a project to answer that question. Their research turned into *Built to Last: Successful Habits of*

*Visionary Companies*, which has been translated into more than 29 languages since its 1994 debut. Collins followed it up with the 2001 business classic *Good to Great: Why Some Companies Make the Leap ... and Others Don't*, which has sold more than 3 million hardcover copies worldwide. His most recent book, *How the Mighty Fall: And Why Some Companies Never Give In*, was a 2009 bestseller.

Collins' books are based on years' worth of exhaustive empirical research, and he says each book is like punching another hole in a black box that holds the hidden mysteries of what makes a great company, and its leaders, different. "*Built to Last* was like one light shined into that box that tells you something about what makes great companies," he tells *The Connection*. "But if you walk around to the back side of the black box and you punch a hole in it and shine a light inside, you would see things from a different angle."



## The Costco Connection

*Great by Choice* is available now at most Costco warehouses.

CONTINUED ON PAGE 24



## Greatness amidst uncertainty

Enter the new book, *Great by Choice*, whose inspiration dates back to 2002, when the world suddenly felt less certain, less predictable, less safe and far more chaotic. The book punches another hole in the black box by asking: What systematically separates those who build great companies in an uncertain, chaotic and fast-moving world?

"That is really a question we're going to be living with not just for months, but for decades and probably for the rest of our lives," Collins says. "Almost everything is ultimately out of our control, and I think we're really waking up to that."

Indeed, today's business leaders are waking up to a new, uncertain landscape amid everything from technological change and globalization to earthquakes and tsunamis. Consumers are scared, investors are skittish and companies have less room for error. The second decade of the 21st century feels like a whole different world compared with the second half of the 20th century, a period of time that Collins believes fostered an artificial sense of prosperity and stability and a feeling that the United States was largely insulated from world shocks. "But that's not normal history," he says. "Normal history is uncertainty, chaos, disruption and things that are very much out of our control."

The good news, Collins says, is that today's lack of stability and turmoil isn't necessarily bad news for those who come at it the right way. "What we learned in this project is that if you lead yourself with certain disciplines, this kind of environment favors you," he says. "You should actually almost be thankful for it, because those who really exemplify many of the things that we found will really shine and thrive. They won't just survive. They'll do exceptionally well."

## Industry leaders

The companies profiled in *Great by Choice* had to meet three basic criteria: First, they had to be "10Xers," meaning their earnings beat their industries' average by 10 times after they went public. Second, they had to deal with a particularly uncertain and chaotic environment. Third, they had to be small and vulnerable at some point. "We studied Intel when it had five people. We studied Microsoft when it had two people. We studied Southwest Airlines when it had three airplanes," Collins says.

What Collins and his team discovered is that small-business owners who thrive in chaotic economic environments tend to be financially conservative but continue to invest, build, hire and reinforce the company culture and business model whether times are good or bad. Leaders such as Southwest Airlines founder Herb Kelleher and Microsoft's Bill Gates were "disciplined to the point of being fanatics, and they're so disciplined that as a result they were nonconformist," Collins says. "You follow your disciplines; you don't follow what everyone else thinks you should do."

Consider Southwest Airlines, which never grows too fast and in tough times sticks to funda-

mentals while maintaining a strong company culture—a strict, bottom-line discipline that has resulted in 30 consecutive years of profitability. "In the difficult times, when the industry goes through one of its convulsions, they don't start just jettisoning people and destroying their culture and saying, 'It's OK to be unprofitable,'" Collins says. "They stick with all of the same fundamentals in the difficult times as well. And as a result they're very, very consistent."

Companies that not only survive but thrive in chaos also know how to make the most of the luck they get, whether it's good or bad luck.

Consider Progressive Insurance, which once found itself confronted with Proposition 103, a 1988 voter-approved California initiative that mandated 20 percent price reductions and customer refunds. But instead of circling the wagons, leader Peter Lewis saw an opportunity to transition Progressive Insurance into new areas such as 24-hour claims service and other offerings that would appeal to an insurance-wary public.

Likewise, Bill Gates wasn't thinking in terms of operating systems when Microsoft was a start-up, but he quickly realized his luck as soon as IBM walked through the door. These leaders "allowed luck to disrupt their plans. And that, I think, is really interesting," Collins says.

Bottom line: Uncertainty isn't all bad, and we shouldn't necessarily fear it as much as we do. Collins says that he used to fear uncertainty and chaos, but after nine years of intense research on the topic he's come out the other end with a sense of calm. "I don't have any more emotion about [uncertainty] than I do about gravity," he says. "Gravity just is. I don't wake up in the morning afraid of gravity. You've got to learn how to live with gravity; you've got to learn how to live with uncertainty. The beauty of it is, you can. Successfully, and in very practical ways."

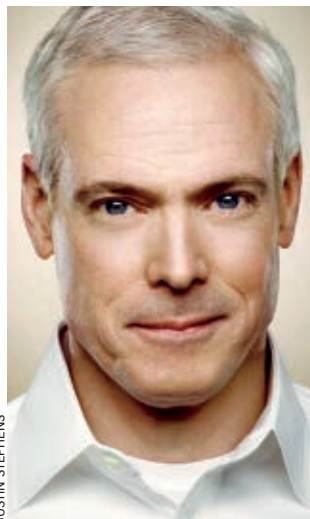
## Greatness extends beyond business

When he's not authoring or co-authoring best-selling books, Collins operates a management laboratory in Boulder, Colorado, where he conducts research and consults with business and nonprofit executives on sustainability, growth and leadership principles. Is he surprised *Good to Great* has become a business classic that's on every entrepreneur's must-read list? "I had no idea that it would become what it was," he says. "I guess really what it validates for me is that our approach to the research—because it's so empirical and so data driven—translated into these findings that people can use."

In fact, 40 percent of Collins' readership is now non-business people, including readers who are trying to build nonprofit organizations. "What I love more than anything is knowing there are people I will never meet who benefit from all the work that we've done," he says. "You can't ever predict something that delightful."

Now that's the kind of unpredictability anyone could live with. [E]

Chris Pentilla is a Washington, D.C.-based freelance business journalist.



JUSTIN STEPHENS

Jim Collins' business books have been consistent best-sellers because his research can apply in many fields.

"Almost everything is ultimately out of our control, and I think we're really waking up to that."

# The Total Solution for Capturing Life's Special Moments.



**PowerShot**  
ELPH 310 HS



**EOS**  
**REBEL T2i**



**PIXMA MX882**  
Office All-in-One Inkjet Printer



**VIXIA HF R200**



**Canon**  
*image*ANYWARE

All images and effects simulated. Products not shown to scale.  
\*Wireless printing requires a working Ethernet network with wireless 802.11 b/g or n capability. Wireless performance may vary based on terrain and distance between the printer and wireless network clients.  
©2011 Canon U.S.A., Inc. All rights reserved. Canon, ELPH, EOS Rebel, PIXMA, PowerShot and VIXIA are registered trademarks or trademarks in other countries. IMAGEANYWARE is a trademark of Canon.

**WAREHOUSE/COSTCO.COM | AVAILABLE EARLY NOVEMBER**



# Tasty titles provide holiday flavor

*This holiday season, serve up something really special for family and friends with cookbooks that bring out your inner chef. Create something unique and delicious with the Barefoot Contessa, Ina Garten, in her latest offerings that reveal the ingredients and techniques at the heart of her easy yet elegant style. Enjoy a taste*

## Alton Brown

### CORNISH GAME HEN WITH BACON AND ONIONS

4 servings

- 2 1¼ to 1½ pound Cornish game hens
- Kosher salt, to taste
- Black pepper freshly ground, to taste
- 4 rashers thick-sliced bacon cut into ½-inch pieces
- 24 frozen pearl onions, defrosted

Heat the oven to 500°F. Wrap a brick in aluminum foil and put it in the oven to heat.

Place a hen, breast side down, on a cutting board. Using scissors or poultry shears, spatchcock the hen. Season on both sides with salt and pepper. Repeat with the second hen.

Fry the bacon in a 12-inch cast-iron skillet over medium heat. Once crisp, remove the bacon from the skillet and set aside. Drain all but 1 tablespoon of the fat from the pan. Immediately add the two birds to the pan, skin side down. Add the onions to the pan around the edges. Top the birds with the brick and leave on the heat for 5 minutes. Transfer the pan to the oven and roast for 10 to 15 minutes, until the thigh meat reaches 170°F.

Remove from the oven and rest for 5 minutes before serving with the onions and bacon.



Hardcover from Stewart, Tabori & Chang available now

## Cooking Light

### PECAN SPICE CAKE WITH MAPLE FROSTING

#### Cake:

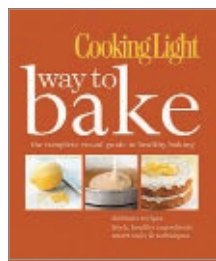
- 2 teaspoons flour
- 9 ounces flour (about 2 cups)
- ½ teaspoon baking soda
- ½ teaspoon salt
- ½ teaspoon ground cinnamon
- ¼ teaspoon ground nutmeg
- 1 dash of ground cloves
- 1 cup packed brown sugar
- ½ cup butter, softened
- 3 large eggs
- 1 teaspoon vanilla extract
- 1 cup buttermilk
- ½ cup chopped pecans, toasted

#### Frosting:

- ½ cup packed brown sugar
- ¼ cup heavy whipping cream
- ¼ cup maple syrup
- 1 tablespoon butter
- 1 dash of salt
- 2 cups powdered sugar
- ½ teaspoon vanilla extract
- 2 tablespoons chopped pecans, toasted

Preheat oven to 350°.

To prepare cake, coat 2 (8-inch) round cake pans with cooking spray. Line bottoms of



Hardcovers from Oxmoor House available now

pans with wax paper; coat wax paper with cooking spray. Dust each pan with 1 teaspoon flour. Weigh or lightly spoon 9 ounces flour (about 2 cups) into dry measuring cups; level with a knife. Combine 9 ounces flour, baking soda, and next 4 ingredients, stirring well with a whisk.

Place 1 cup brown sugar and ½ cup butter in a large mixing bowl; beat with a mixer at medium-high speed until light and fluffy (about 3 minutes). Add eggs, 1 at a time, beating well after each addition. Beat in 1 teaspoon vanilla. Add flour mixture and buttermilk alternately to sugar mixture, beginning and ending with flour mixture and beating just until combined. Fold in ½ cup pecans. Pour batter into prepared pans.

Bake at 350° for 24 minutes or until a wooden pick inserted in center comes out clean. Cool in pans 5 minutes on wire racks. Invert cake layers onto racks; cool completely. Discard wax paper.

To prepare frosting, place ½ cup brown sugar and next 4 ingredients in a heavy saucepan over medium-high heat; bring to a boil, stirring just until sugar dissolves. Cook, without stirring, 3 minutes. Scrape brown sugar mixture into a bowl. Add powdered sugar; beat with a mixer at high speed 2 minutes or until slightly cooled and thick. Beat in ½ teaspoon vanilla. Place 1 cake layer on a plate; spread with ¼ cup frosting. Top with remaining cake layer. Spread remaining frosting over top and sides of cake; sprinkle with 2 tablespoons pecans. Let cake stand until frosting is set. Yield: 16 servings.

**CALORIES 325; FAT 11.8 g (sat 5.7 g, mono 3.8 g, poly 1.2 g); PROTEIN 3.8 g; CARB 52.1 g; FIBER 0.8 g; CHOL 64 mg; IRON 1.5 mg; SODIUM 209 mg; CALC 36 mg**

*of the South without ever leaving home and let Paula Deen take care of dinner tonight. Go the traditional route with Betty Crocker—a name you have known for years—or take a walk on the wild side with Alton Brown. Any way you go, you're certain to find meals that will make memories!*

## Paula Deen

### THE ULTIMATE EASY CHOCOLATE-PEANUT FUDGE

*Salted peanuts, sweetened condensed milk, and chocolate are hard to beat. You won't be able to stop yourself from poppin' pieces of this delicious fudge into your mouth!*

Makes 64 (1-inch pieces)

- 2 cups semisweet chocolate chips
- 1 can (14 ounces) sweetened condensed milk
- 2 tablespoons (¼ stick) butter, at room temperature
- 1 cup salted cocktail peanuts
- 1 teaspoon vanilla extract
- 1 pinch of salt

Grease an 8-inch square baking dish with butter, oil, or cooking spray. Line with waxed paper, leaving the edges of the waxed paper to hang over all around the edges of the dish.

In a medium, heavy-bottomed saucepan, melt the chocolate chips with the milk over medium-low heat. Stir in the butter until completely melted. Stir in the peanuts, vanilla, and salt. Using a rubber spatula spread the mixture on the bottom of the prepared dish, smoothing the top. Cover loosely with plastic wrap and refrigerate until firm, at least 4 hours. Using a hot, dry knife, cut into cute little 1-inch squares.



Hardcover from Simon & Schuster available now

## Jacques Pépin

### BROCCOLI RABE, HAM, AND PARMESAN SOUFFLÉ

Serves 6 to 8 as a first course

*The Parmesan cheese and bread crumb crust and topping of this soufflé will be browner and crunchier when it is prepared in a gratin dish, making it easier to serve at the table. It can also be made in a conventional soufflé dish. Leftover soufflé will reinflate when reheated in a 350-degree oven.*

- 10 ounces broccoli rabe, trimmed
- 1 slice firm white bread, processed to crumbs in a food processor
- ½ cup freshly grated Parmesan cheese
- 4 tablespoons (½ stick) unsalted butter
- 3 tablespoons all-purpose flour
- 1½ cups milk
- ¼ teaspoon salt
- ¼ teaspoon freshly ground black pepper
- 3 large eggs, separated
- 2 large egg whites
- 4 ounces lean ham, cut into julienne strips

Preheat the oven to 375 degrees.

Wash the broccoli rabe and transfer it, still wet, to a skillet. Cook over medium-high heat for 2 minutes, or until wilted. Remove from the heat, drain well, and cool.

Coarsely chop the broccoli rabe.

Mix the bread crumbs and 3 tablespoons of the Parmesan cheese together in a small bowl.

Using 1 teaspoon of the butter, grease the sides and bottom of a 6-cup gratin dish. Add half of the bread crumb mixture and shake the dish until the crumbs coat the sides and bottom. Set aside.

Melt the remaining 3 tablespoons plus 2 teaspoons butter in a saucepan. Add the flour, mixing with a whisk, and cook over medium-high heat for about 30 seconds. Whisk in the milk, salt, and pepper, bring to a boil, whisking constantly, and cook, whisking, until the mixture thickens. Remove from the heat and whisk in the egg yolks. Add the reserved broccoli rabe and the ham and mix well.

Beat the 5 egg whites in a large bowl until firm but still soft. Fold them into the broccoli

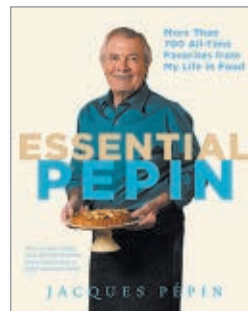
rabe mixture, along with the remaining tablespoon of cheese.

Pour the soufflé mixture into the prepared gratin dish and sprinkle the remaining bread crumb mixture on top.

Place the dish on a cookie sheet and bake in the center of the oven for about 30

minutes, until the soufflé is set and the top is puffy and brown.

Soon the soufflé directly from the gratin dish onto plates and serve immediately. (The soufflé can be unmolded from the dish by inverting it onto a plate, if you would prefer to present it in this way.)



Hardcover from Houghton Mifflin Harcourt available now

## Betty Crocker Cookbook

### SUGAR COOKIES LOWER CALORIE

PREP 55 min TOTAL 2 hr 55 min  
5 dozen 2-inch cookies

- 1½ cups powdered sugar
- 1 cup butter, softened
- 1 teaspoon vanilla
- 1 teaspoon almond extract
- 1 egg
- 2½ cups all-purpose flour
- 1 teaspoon baking soda
- 1 teaspoon cream of tartar
- Granulated sugar or colored sugar

In large bowl, beat powdered sugar, butter, vanilla, almond extract and egg with electric mixer on medium speed, or mix with spoon, until well blended. Stir in flour, baking soda and cream of tartar. Cover and refrigerate at least 2 hours.

Heat oven to 375°F. Lightly grease cookie sheets with shortening or cooking spray, or line with cooking parchment paper or silicone baking mats.

Divide dough in half. Roll each half on lightly floured surface until ¼ inch thick. Cut into desired shapes with 2- to 2½-inch cookie cutters. Sprinkle with granulated sugar. On cookie sheets, place cutouts about 2 inches apart.

Bake 7 to 8 minutes or until edges are light brown. Remove from cookie sheets to cooling racks.

**COLORS SUGAR** Place ½ cup granulated sugar in a resealable food-storage plastic bag. Add liquid food color to tint as desired. Seal bag. Squeeze and rub sugar in bag until it

1 Cookie: Calories 60; Total Fat 3 g (Saturated Fat 1.5 g; Trans Fat 0 g; Cholesterol 10 mg; Sodium 45 mg; Total Carbohydrate 8g (Dietary Fiber 0 g; Protein 0 g Exchanges: ½ Starch, ½ Fat; Carbohydrate Choices: ½



**Ringbound from Wiley available early November**

becomes evenly colored. Homemade colored sugar might clump; if it does, just break apart until clumps are gone.

**FROSTED AND DECORATED SUGAR COOKIES** Omit granulated sugar. Frost cooled cookies with Creamy Vanilla Frosting tinted with food color.

Decorate with colored sugar, candies, candied fruit or nuts if desired.

**PAINTBRUSH SUGAR COOKIES** Omit granulated sugar. Cut rolled dough into desired shapes with cookie cutters. (Cut no more than 12 cookies at a time to keep them from drying out.) Mix 1 egg yolk and ¼ teaspoon water.

Divide mixture among several custard cups. Tint each with a different food color to make bright colors. (If paint thickens while standing, stir in a few drops of water.) Paint designs on cookies with small paintbrushes. Bake as directed in Step 4.



## Ringbound Cookbooks

### CREAMY SEAFOOD DIP

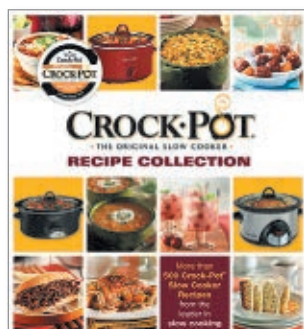
Makes 6 to 8 servings

- 1 package (8 ounces) pepper jack cheese, shredded
- 1 can (6 ounces) lump crab meat, drained
- 1 pound cooked shrimp, peeled, deveined and chopped
- 1 cup heavy whipping cream, divided
- 1 round sourdough bread loaf (about 1 pound)

Place cheese in 4½-quart CROCK-POT® slow cooker, and turn to HIGH. Add crab, shrimp and ¾ cup cream. Stir well to combine. Cover; cook 10 to 15 minutes or until cheese is melted.

Meanwhile, cut off top of bread and hollow out to create bowl. Cut extra bread into large pieces. Place bread bowl on serving plate. Place extra bread around bowl.

Check consistency of dip. Stir in up to ¼ cup additional cream, as needed. To serve, pour into bread bowl.



**Ringbound books from Publications International available mid-November**

Books may not be available in all locations. All book jackets are subject to change. Books carried by Costco in no way reflect the opinions of Costco's management, buying staff or The Costco Connection.



## Lidia Matticchio Bastianich

New from the host of the PBS series *Lidia's Italian-American Kitchen*.

Join Lidia as she crosses the country to talk with fishermen, chefs, farmers, butchers, families and entrepreneurs to learn more about the rich and diverse development of Italian-American culture.

**Hardcover from Knopf available now at select warehouse locations**



## Barefoot Contessa

### SAUSAGE-STUFFED MUSHROOMS

Serves 6 to 8

When I'm making a turkey for Thanksgiving, I don't stuff it for two reasons. First, I prefer stuffing that's crunchy outside and moist inside rather than the soggy stuffing that comes out of the bird. Second, in order for the stuffing to be done, the turkey has to cook longer and it ends up being dry. My solution? I roast a turkey and make these mushrooms filled with sausage-and-bread stuffing to serve alongside.

- 16 extra-large white mushrooms, caps and stems separated
- 5 tablespoons good olive oil, divided
- 2½ tablespoons Marsala wine or medium-dry sherry
- ¾ pound sweet Italian sausage, casings removed
- ¾ cup minced scallions, white and green parts (6 scallions)
- 2 teaspoons minced garlic (2 cloves)
- 1 teaspoon kosher salt
- ½ teaspoon freshly ground black pepper
- 2/3 cup panko (Japanese dried bread flakes)
- 5 ounces Italian mascarpone cheese
- 1/3 cup freshly grated Parmesan cheese
- 2½ tablespoons minced fresh parsley

Preheat the oven to 325 degrees.

Trim the mushroom stems and chop them finely. Set aside. Place the mushroom caps in a shallow bowl and toss with 3 tablespoons of the olive oil and the Marsala. Set aside.



**Hardcovers from Crown Publishing available now**

Heat the remaining 2 tablespoons of olive oil in a medium skillet over medium heat. Add the sausage, crumbling it with a wooden spoon. Cook the sausage for 8 to 10 minutes, stirring frequently, until it's completely browned. Add the chopped mushroom stems and cook for 3 more minutes. Stir in the scallions, garlic, salt,



and pepper and cook for another 2 to 3 minutes, stirring occasionally. Add the panko crumbs, stirring to combine with the other ingredients. Finally, swirl in the mascarpone and continue cooking until the mascarpone has

melted and made the mixture creamy. Off the heat, stir in the Parmesan and parsley and season to taste. Cool slightly.

Fill each mushroom generously with the sausage mixture. Arrange the mushrooms in a baking dish large enough to hold them all in a snug single layer. Bake for 50 minutes, until the stuffing is browned and crusty.

**WAREHOUSE ONLY**





IT'S HARD TO IMPROVE ON  
**PERFECTION,**  
BUT WE DID IT ANYWAY.

New and improved PAM® works 70% better to make sure  
whatever you cook turns out exactly the way you intended.

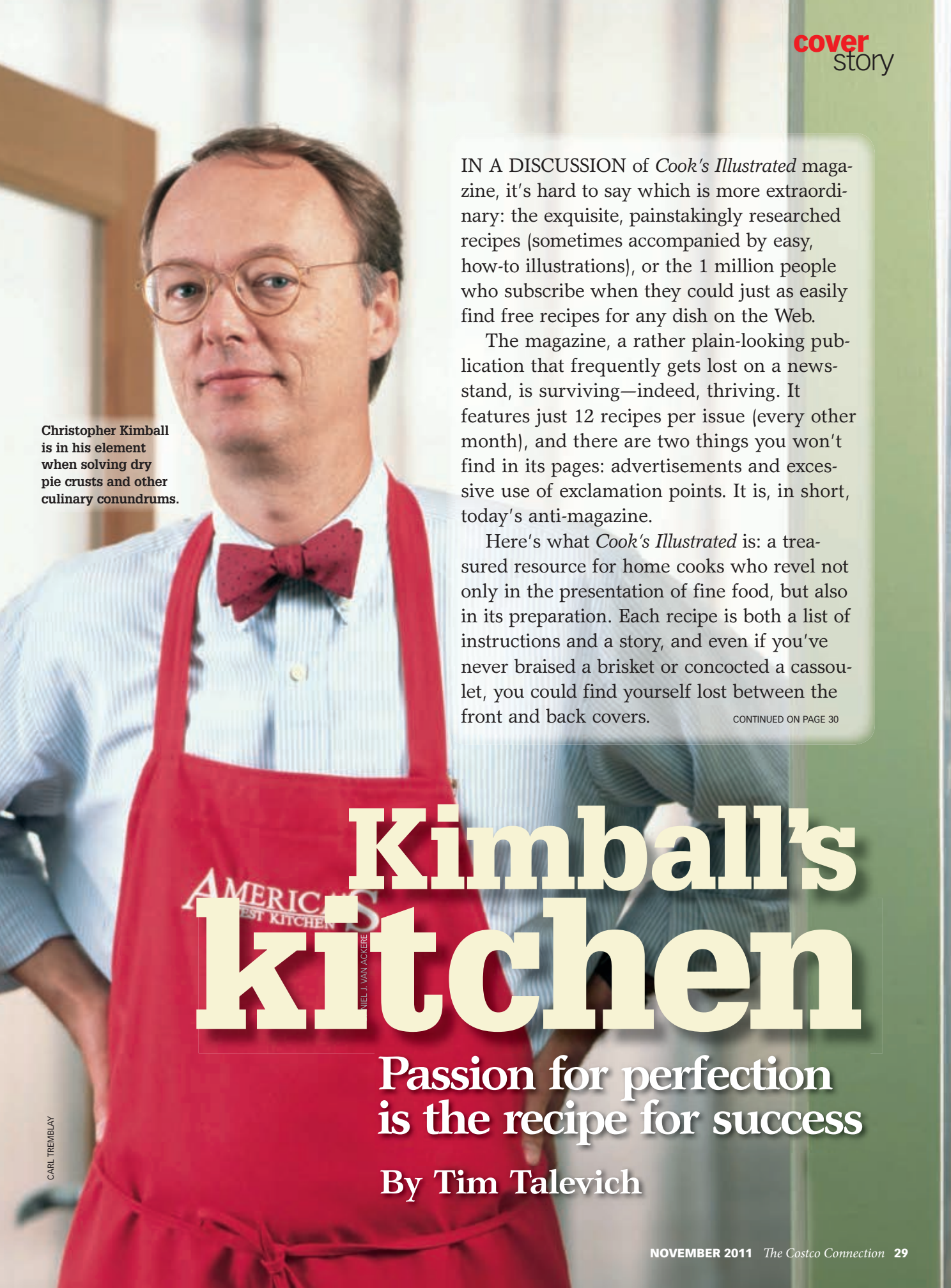
**New PAM helps you pull it off. Even better.**

**PAM**



©ConAgra Foods, Inc. All Rights Reserved.

WAREHOUSE ONLY | AVAILABLE NOW

A photograph of Christopher Kimball, a man with glasses, wearing a light blue striped shirt, a red bow tie, and a red apron. He is standing in a kitchen, looking slightly to the side with a gentle smile. The background is softly blurred, showing kitchen elements like a window and a wooden frame.

Christopher Kimball is in his element when solving dry pie crusts and other culinary conundrums.

IN A DISCUSSION of *Cook's Illustrated* magazine, it's hard to say which is more extraordinary: the exquisite, painstakingly researched recipes (sometimes accompanied by easy, how-to illustrations), or the 1 million people who subscribe when they could just as easily find free recipes for any dish on the Web.

The magazine, a rather plain-looking publication that frequently gets lost on a newsstand, is surviving—indeed, thriving. It features just 12 recipes per issue (every other month), and there are two things you won't find in its pages: advertisements and excessive use of exclamation points. It is, in short, today's anti-magazine.

Here's what *Cook's Illustrated* is: a treasured resource for home cooks who revel not only in the presentation of fine food, but also in its preparation. Each recipe is both a list of instructions and a story, and even if you've never braised a brisket or concocted a cassoulet, you could find yourself lost between the front and back covers.

CONTINUED ON PAGE 30

# Kimball's kitchen

Passion for perfection  
is the recipe for success

By Tim Talevich





MEDIA BAKERY

**Christopher Kimball and Julia Collin Davison on the set of the *America's Test Kitchen*, a TV show on PBS, where culinary myths are debunked in a quest for the best recipes.**

CONTINUED FROM PAGE 29

The name on top of the masthead is Christopher Kimball, who started the publication as *Cook's Magazine*. His mission is simply to publish the best recipes and offer advice on the best equipment for his readers. He and his staff achieve this by debunking conventional wisdom and through obsessive testing (recipes are tested literally dozens of times).

Kimball studied primitive art at Columbia University and went to work in a publishing company with a relative. He also started taking cooking classes, and with money borrowed from friends and relatives started *Cook's Magazine* in 1980. An outside publisher purchased the magazine a decade later, swallowing its subscribers for (now-defunct) *Gourmet* magazine, but Kimball resurrected the publication in 1992 as *Cook's Illustrated*.

As unassuming as his magazine, with a signature bow tie and bookish spectacles, Kimball has expanded his publishing empire to a second magazine, *Cook's Country*, cookbooks, two PBS television shows (*America's Test Kitchen* and *Cook's Country*), a radio show and websites ([CooksIllustrated.com](http://CooksIllustrated.com) and [CooksCountry.com](http://CooksCountry.com)). His latest project is the *Cook's Illustrated Cookbook*, featuring 2,000 recipes from 20 years of *Cook's Illustrated* magazines (see recipes on pages 31 and 32). *The Connection* spoke with Kimball, by phone from his Boston-area office, about the new cookbook and more.

**The Costco Connection:** *First, talk about the experience of going back over 20 years of Cook's Illustrated issues and choosing the recipes for the new cookbook. A trip down memory lane?*

**Christopher Kimball:** Going back in time reminded me of all the work over the years—the jillions of hours we spent in the test kitchen and the techniques we came up with that were new. That's a hard thing to say, because people often claim there's nothing new in the kitchen. But we really did, and when it happened those were wonderful moments. It would always be something that would make the home cook more successful.

A good example is vodka pie crust. That solved a huge problem I had all my life: adding enough liquid so the dough is easy to roll out, while ending up with a tender pie dough when it's

baked. The two were antithetical. Using vodka solved the problem.

**CC:** *Other examples?*

**CK:** We came across a Portuguese recipe for brining. Brining has been around a long time, of course. We adapted it to the Thanksgiving turkey, and that pretty much started a major trend to brine poultry. It wasn't a new idea, but we popularized it and refined it a bit. We ended up brining chicken and shrimp and pork and everything else.

Slow roasting was something we pioneered, too. Lots of cuts of meats, especially the cheaper ones, are better slow roasted, so that they're more evenly cooked.

Another favorite is the blueberry pie where we used grated Granny Smith apple to help thicken the pie and end up with a fabulous taste and texture. Another was for thick-cut steaks, which we cooked in a low oven for about 20 minutes, then finished in a pan—that was a great technique. We also did the almost hands-free risotto and found a way to shallow-poach salmon to get a much brighter flavor.

**CC:** *How is your audience different today?*

**CK:** There are more men. About 40 percent of our viewers and readers are men, up from maybe 15 percent 20 years ago. That's been the biggest change.

We're also seeing a much wider range of ages. When we do book signings and I travel, I see 5- and 10-year-olds. You didn't see that 20 years ago. I think that's because of television: Kids love watching TV cooking shows. And I think that's helpful, because for the first time we see that next generation—whose parents probably didn't cook a lot—starting to cook, and some of them seriously.

Another difference is how people cook. Twenty years ago, it was "beef and two sides"—the very traditional style. People are now acquainted with a much broader range of foods, thanks to restaurants, cooking shows and what's available.

Last, I think classic American cooking is still very popular, but you see more and more other styles of cooking coming in. It's less homogenous in terms of how people think about dinner.

**CC:** *The magazine's business model—subscriptions, not advertising—is phenomenally successful. How*

CONTINUED ON PAGE 32

## The Costco Connection

Costco features the *Cook's Illustrated Cookbook* in all warehouses. You'll also find *Cook's Illustrated* magazine throughout the year on the magazine rack, as well as special seasonal issues of the magazine during November and December. Costco also offers great foods for all of your holiday meals.



DANIEL J. VAN ACKERE



CARL TREMBLAY

## Perfect Prime Rib

*Prime rib is typically cooked at the standard 350 F, resulting in a roast that's overcooked around the exterior. Cooking the roast at a surprisingly low 200 F was the simple solution. Unlike roasts that cooked at higher temperatures, the prime rib cooked at 200 F was rosy pink from the surface to the center and was the juiciest and most tender of all the roasts we cooked. The only issue we had with this slow-roasted prime rib was its raw-looking, unrendered fatty exterior. By searing the meat on the stovetop before slow-roasting it, though, we easily solved this problem.*

- 1 (7-pound) first-cut beef rib roast, 3 ribs, set at room temperature for 3 hours, trimmed and tied**
- 1 tablespoon vegetable oil**
- Salt and pepper**

With 2 pieces of kitchen twine running parallel to the bone, tie the roast at both ends to pre-

vent the outer layer of meat from pulling away from the rib-eye muscle and overcooking.

Adjust oven rack to lowest position and heat oven to 200 F. Pat roast dry with paper towels. Heat oil in large roasting pan over 2 burners set at medium-high heat. Place roast in pan and cook on all sides until nicely browned and about ½ cup fat has been rendered, 6 to 8 minutes.

Remove roast from pan. Spoon off fat from roasting pan. Set wire rack in pan, then set roast on rack. Season with salt and pepper.

Place roast in oven and roast until meat registers 125 F (for medium-rare), about 3½ hours (or about 30 minutes per pound). Let rest for 20 minutes.

Transfer to carving board and carve; serve.  
**Makes 6 to 8 servings.**

MORE RECIPES ON PAGE 32



## Green Beans with Orange Essence and Toasted Pecans



CARL TREMBLAY

*These green beans will add pizzazz to Thanksgiving dinner.*

**¾ cup pecans, chopped coarse**  
**3 tablespoons unsalted butter**  
**2 tablespoons maple syrup**  
**Salt and pepper**  
**2 shallots, minced**  
**⅔ teaspoon grated orange zest**  
**Pinch of cayenne pepper**  
**2 teaspoons all-purpose flour**  
**1½ pounds green beans, trimmed**  
**⅔ cup low-sodium chicken broth**  
**⅓ cup orange juice**  
**1 teaspoon minced fresh sage**

Toast pecans in 12-inch nonstick skillet over medium-high heat, stirring occasionally, until fragrant, about 3 minutes. Off heat, stir in 1 tablespoon butter, maple syrup and ⅓ teaspoon salt. Return skillet to medium heat and cook, stirring constantly, until nuts are dry and glossy, about 45 seconds; transfer to plate and set aside.

Wipe out skillet. Melt remaining 2 tablespoons butter in skillet

over medium heat. Add shallots, orange zest and cayenne, and cook, stirring occasionally, until shallots are softened, about 2 minutes. Stir in flour until combined, then add green beans. Add chicken broth, orange juice and sage. Increase heat to medium-high, cover and cook until beans are crisp-tender, about 4 minutes.

Uncover and cook, stirring occasionally, until beans are tender and sauce has thickened slightly, about 4 minutes. Off heat, season with salt and pepper to taste. Transfer to serving dish, sprinkle with pecans and serve.

**Makes 8 servings.**

CONTINUED FROM PAGE 30

*can that model survive, given all the free information out there on the Web?*


**CK:** Ah, one of my favorite topics. Free information is worth what you pay for it. My feeling has always been that if you spend enough time and money—and we spend a lot of both—developing recipes that work, people will recognize the difference and think it's worth a relatively small amount of money per year to be able to get access to recipes that most of the time are going to work as promised.

This idea of giving stuff away on the Web is full of problems. There's so much free content, how do you curate it? If I go online and put in "cherry cheesecake," I'm going to get 150 recipes back. I don't have time to make all 150, and I don't know which ones are good ones. So is it worthwhile to pay a little money and go somewhere where they've actually done the homework and you can rest assured that it will work? Having an infinite amount of free content isn't necessarily a good thing if you want to cook.

**CC:** *You've offered a few of your favorite recipes here. What are your favorite holiday traditions?*

**CK:** On Christmas Eve, I always do a major roast. For dessert, I do a recipe for brioche tart and two or three other desserts. On Christmas Day, we usually have a simpler meal, a one-pot meal of some kind. But I always make the bread from scratch—the almost no-knead bread. And we do Yorkshire pudding and a chocolate-raspberry tart.

**CC:** *Have you had any experience with Costco's food or products?*

**CK:** Yes, we have. And our books [sell] well there because I think the Costco audience is our audience. The quality is great and the price is great. Almost everybody here shops there, and we use it all the time for what we do in the kitchen. 

## Roasted Smashed Potatoes

*This recipe is designed to work with potatoes 1½ to 2 inches in diameter; do not use potatoes any larger. It is important to thoroughly cook the potatoes so that they will smash easily. Remove the potatoes from the baking sheet as soon as they are done browning—they will toughen if left too long. A potato masher can also be used to "smash" the potatoes.*

**2 pounds small red potatoes**  
**6 tablespoons extra virgin olive oil**  
**1 teaspoon chopped fresh thyme**  
**Salt and pepper**

Adjust oven racks to top and bottom positions and heat oven to 500 F. Arrange potatoes on rimmed baking sheet, pour ¾ cup water into baking sheet and wrap tightly with aluminum foil. Cook on bottom rack

until paring knife or skewer slips in and out of potatoes easily (poke through foil to test), 25 to 30 minutes. Remove foil and cool 10 minutes. If any water remains on baking sheet, blot dry with paper towel.

Drizzle 3 tablespoons oil over potatoes and roll to coat. Space potatoes evenly on baking sheet and place second baking sheet on top; press down firmly on baking sheet, flattening potatoes until ½ to ½ inch thick. Sprinkle with thyme, season with salt and pepper to taste, and drizzle evenly with remaining 3 tablespoons oil.

Roast potatoes on top rack for 15 minutes, then transfer potatoes to bottom rack and continue to roast until well browned, 20 to 30 minutes longer. Serve immediately.

**Makes 4 to 6 servings.**



CARL TREMBLAY

## COSTCO MORTGAGE & REFINANCING PROGRAM:

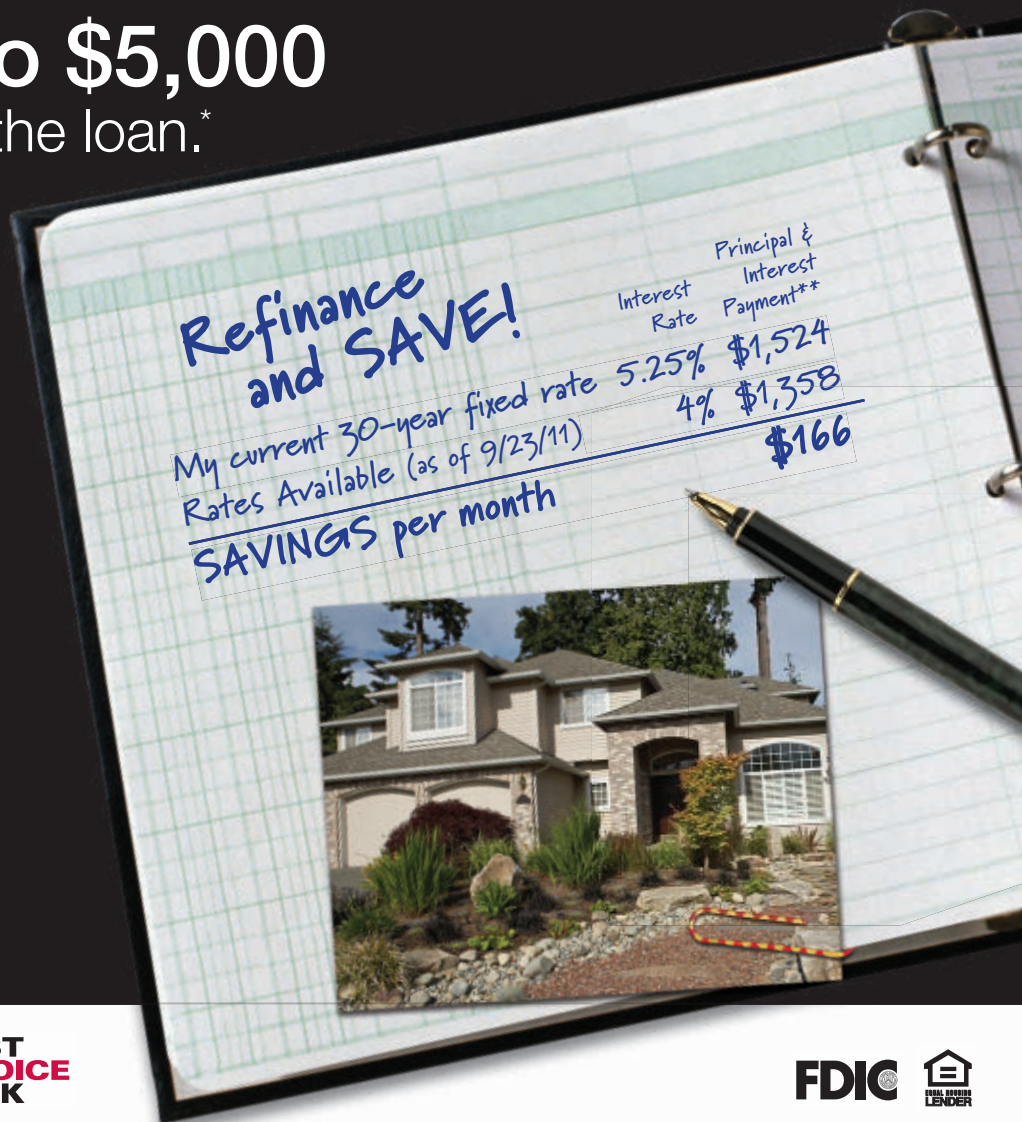
# Now's the time to take advantage of historically low rates.

## Save up to \$5,000 over the life of the loan.\*

- Choose from a select group of top national lenders.
- Get current rates online.
- No obligation quotes.

**VISIT COSTCO.COM  
AND SEARCH:  
HOME REFINANCE.  
OR TEXT RATES  
TO 71034 FOR  
REAL-TIME RATES.**

*Data rates may apply.*



General Program Disclosures: Services are provided by First Choice Bank, a New Jersey state-chartered bank, is registered or exempt from state licensing in the states it originates mortgage loans. Must be a Costco member to participate in the Costco Mortgage Program.

\* Estimated savings are calculated over a 7-year period and are based on a comparison of lender fees, rates and points expressed as an Annual Percentage Rate (APR) of 4.125% for a \$250,000 30-year fixed rate loan with a LTV-80, comparing loans obtained by Costco members through First Choice Lenders from Dec. 1, 2010, to September 30, 2011, to the APR average of national mortgage lenders in a comparative study conducted by Informa Research Services, Inc. Individual savings may vary.

\*\* Principle and interest payments are calculated with a loan amount of \$275,000 with a 30-year fixed interest rate. Payments do not include taxes or insurance. Sample payments only; actual payment may vary based on other variables.



# Warm up the holidays with winning recipes

## SKIPPY® HOLIDAY PEANUT BUTTER CUTOUTS

**5 dozen cookies**    **Prep time: 20 minutes**    **Cook time: 7 minutes**

1/2 cup Skippy® Creamy Peanut Butter  
1/2 cup (1 stick) I Can't Believe It's Not Butter!® Spread  
1/2 cup firmly packed brown sugar  
1/2 cup granulated sugar  
1 egg

1/2 tsp. vanilla extract  
1-3/4 cups all-purpose flour  
3/4 tsp. baking soda  
1/2 tsp. baking powder  
1/4 tsp. salt

Beat Skippy® Creamy Peanut Butter, I Can't Believe It's Not Butter!® Spread, sugars, egg and vanilla in large bowl with electric mixer at medium speed until smooth. Beat in remaining ingredients at low speed just until blended. Divide dough in half.

Roll each dough half about 1/8-inch thick on well-floured board with well-floured rolling pin.

Preheat oven to 375°. Cut dough into shapes with cookie cutters. Arrange on ungreased cookie sheets.

Bake 7 to 9 minutes or until lightly golden. Cool completely on wire racks. Re-roll dough trimmings to cut additional cookies. Decorate, if desired, with icing, decorative sprinkles and candies.



## SUPER-MOIST CHOCOLATE MAYO CAKE

**12 servings**    **Prep time: 5 minutes**    **Cook time: 30 minutes**

1 box (18 oz.) chocolate cake mix  
1 cup Hellmann's® or Best Foods® Real Mayonnaise  
1 cup water

3 eggs  
1 tsp. ground cinnamon (optional)

Preheat oven to 350°. Grease and lightly flour two 9-inch round cake pans\*; set aside.

Beat cake mix, Hellmann's® or Best Foods® Real Mayonnaise, water, eggs and cinnamon 30 seconds in large bowl with electric mixer on low speed. Beat on medium speed, scraping sides occasionally, 2 minutes. Pour batter into prepared pans.

Bake 30 minutes or until toothpick inserted in centers comes out clean. Cool 10 minutes on wire rack; remove from pans and cool completely. Sprinkle, if desired, with confectioners' sugar or fill and frost.

\*Or, prepare cake mix as above in 13 x 9-inch baking pan and bake 40 minutes or until toothpick inserted in center comes out clean.

### VARIATIONS:

For a **PECAN COCONUT TOPPED CAKE** ... combine 1 cup flaked coconut, 2/3 cup firmly packed brown sugar and 1/2 cup chopped pecans, then sprinkle over cake batter in 13 x 9-inch baking pan. Bake 1 hour or until toothpick inserted in center comes out clean.

For a **BLACK FOREST CHOCOLATE CAKE** ... do not flour baking pan. Evenly spread 2 cans (21 oz. each) cherry pie filling over bottom of 13 x 9-inch baking pan, top with prepared cake batter and bake 1 hour or until toothpick inserted in center comes out clean. Cool completely, then turn upside down onto serving platter.

For a **DECADENT CHOCOLATE LAVA CAKE** ... combine 2 packages (3.4 oz. each) instant pudding, 2 cups water, 2 cups milk and 1/3 cup sugar until blended, then pour over cake batter in 13 x 9-inch baking pan. Bake 1 hour or until toothpick inserted along edge comes out clean and serve warm.

For a **YELLOW MAYONNAISE CAKE** ... substitute 1 box (18 oz.) yellow cake mix for chocolate cake mix.



## Wonderful wines from a land of plenty

# A sip through Italy



By **Annette  
Alvarez-Peters**

IT CERTAINLY is no secret that Italy is one of the most beautiful places on earth. Rugged mountains, rolling hillsides, lush valleys, red poppies and manicured vine-

yards are a few of the vivid memories I have of the country. And, of course, wonderful wines.

Wine styles vary in the 20 Italian regions due in large part to the strict laws that govern the wine industry. The *denominazione di origine controllata* (DOC) designation for Italian wines (and food) spell out specific standards for each region, covering geographical limits, which grape varieties can be planted (where and in what percentages), crop yields, alcohol levels and aging requirements.

Another designation is DOCG, where the "G" (*garantita*) signifies a guarantee of wine authenticity. DOCG wines are Italy's best and are held to the highest quality standards by the strictest tasting panels.

Wonderful wines come from all of Italy's regions, but three of my favorites are the reds of Piedmont, Tuscany and Veneto.

### Piedmont in the northwest

In the northwest region of Piedmont, Nebbiolo is the reigning noble grape variety. Grown in hilly and foggy conditions, Nebbiolo is a fickle, difficult grape to produce.

Barolo DOCG and Barbaresco DOCG, the two most famous and classic appellations in Piedmont, masterfully coax the best out of Nebbiolo grapes. Both wines can be big and robust. Barbaresco is lighter in style than Barolo, and both benefit from a few years of bottle aging to develop their stunning floral bouquets of dried roses and violets, as well as earthy, red-fruit flavors. Young Barbarescos and Barolos can be overly tannic and very high in acidity. Both can be expensive, but, with a little patience, they can be beautifully complex and elegant.

A less expensive alternative from Piedmont is Barbera, a red grape that yields lighter, more fruit-driven wines that drink well young. The best Barberas are produced in Asti DOC and Alba DOC.

### The vines of Veneto

Moving cross-country, Veneto is a prolific

wine-producing region in the northeast. Valpolicella is a key appellation for the red grape variety Corvina. Rodinella and Molinara grapes, also red, are blended with Corvina to bring out its tart cherry and herb character.

Valpolicella DOC wines are known for a fresh fruit profile that's perfect for everyday quaffing. The most interesting wines hail from Amarone della Valpolicella DOC, where unique winemaking takes place. For Amarone, grapes are left on the vines longer to gain additional ripeness. The ripest grapes at the top of a bunch (or cluster), called "ears," are selected for vinification. After the ears are harvested, the grapes are dried on straw mats to concentrate sugars.

The best Amarones are high in alcohol, but balanced with intense, delicious, raisin-like flavors and rich texture.

### The famous Tuscans

Located in central Italy, Tuscany is a famous region of flatland surrounded by beautiful slopes and hillsides. Several famous wines are produced here, including Chianti.

Chianti is produced in three quality levels:

Chianti DOC; Chianti Classico DOCG, from higher-plain vineyards; and Chianti Classico Riserva DOCG, which is elegant, structured and, by law, requires additional aging.

In southern Tuscany, Brunello di Montalcino DOCG produces some of Italy's finest wines, made exclusively with Sangiovese grapes. Brunello, an age-worthy Sangiovese, can be pricey, with older vintages displaying depth and complexity. Rosso di Montalcino DOC is a "baby Brunello," using younger fruit with less aging, and is one of the best values in Tuscan red wines.

"Super Tuscan" refers to nontraditional wines produced throughout Tuscany using Cabernet Sauvignon and Merlot as the primary grape varieties. Many well-known and top-quality producers excel with this modern style. Super Tuscans are often big, powerful wines with intense fruit, complexity and structure, and can be very expensive.

Put together an Italian feast, grab a few bottles of Italian reds and enjoy a fall evening at home. *Salute!* 🍷

Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.

## Featured at Costco

You'll find these fine Italian wines at select Costcos:

Tenute Silvio Nardi Brunello di Montalcino  
Item #492712

Tenuta La Fuga Brunello di Montalcino Item #141331

Banfi Chianti Classico  
Item #918738

Castello D'Alba Chianti Classico  
Item #558511



**TO FIND** which Costco warehouses carry wine, go to Costco.com, click on "Costco Connection Magazine," then "Beer, Wine & Spirits Locator." You can also find notes on Kirkland Signature™ wines under "Kirkland Signature Wine Connection."

CHRIS A. RUSNAK

WV





Inside every  
delicious recipe  
are the very best  
ingredients.



## *Flank Steak Carpaccio-Style with Spinach and Shaved Parmigiano Reggiano*



### *Ingredients*

**1½ to 2 pounds flank steak**

**½ cup balsamic vinegar**

**1 bag (10 ounces) spinach,  
stems removed, leaves  
sliced into strips**

**Salt and ground black pepper**

**4 to 6 tablespoons  
Kirkland Signature™ Organic  
Extra Virgin Olive Oil**

**1 chunk (1½ ounces)  
Parmigiano Reggiano cheese**

**Crusty Italian bread**

Place the steak and vinegar into a pan. Turn to coat evenly. Cover with plastic wrap and refrigerate. Turn occasionally, for at least 1 hour. Remove the steak, but reserve the marinade.

Grill the steak for about 8 minutes per side. Remove and set aside on a cutting board with a well to catch the juices. Allow to rest for 5 minutes.

Place the spinach on a large platter. Microwave the reserved marinade for 2 minutes or until boiling. Remove and allow to cool.

Cut the steak into thin diagonal slices. Arrange over the spinach. Drizzle with the collected meat juices. Season to taste with olive oil, salt and pepper.

Shave the Parmigiano Reggiano cheese and scatter over the top. Pass the reserved marinade at the table.

Serves 4 to 6.

*Note: The flank steak may be broiled on a pan set 6 inches below the heat source for about 8 minutes each side.*

*Exclusively from Costco Wholesale*

**WAREHOUSE ONLY | AVAILABLE NOW**

Delightfully non-alcoholic  
100% juice from  
U.S. grown fresh apples  
Not from concentrate

SINCE 1868  
**Martinelli's**  
GOLD MEDAL®  
*Sparkling Cider*



WAREHOUSE ONLY | AVAILABLE NOW

*A family tradition since 1868*

**KIRKLAND**  
*Signature*



WILD ALASKAN  
**SMOKED  
SOCKEYE  
SALMON**

== Pre-Sliced & Ready to Eat ==

Cold-smoked using time-honored traditions and minimal ingredients, our smoked salmon is a natural source of healthy omega-3 fatty acids. Try it with a bagel and cream cheese, as an appetizer, in a salad, on a sandwich or as a main entrée.

== Available in a convenient twin-pack ==

WAREHOUSE ONLY | AVAILABLE NOW

*Exclusively from Costco Wholesale*



BY APPOINTMENT TO THE ROYAL DANISH COURT

**Anthon Berg**

Since 1884



**LIQUOR-FILLED CHOCOLATES**

Filled with original spirits



For more information visit  
[www.anthonberg.com](http://www.anthonberg.com)

or join us on Facebook

WAREHOUSE ONLY | AVAILABLE NOW

Available in selected locations





3% of the world's finest beans

40 years of roasting expertise

1 perfectly brewed cup



New

Here at last.  
Starbucks® K-Cup® Packs.

Starbucks® Caffè Verona® 54 count item# 584785

© 2011 Starbucks Coffee Company. All rights reserved. K-Cup® Portion Packs for use in Keurig® Brewing Systems. Keurig, the Cup and Star design, and K-Cup are registered trademarks of Keurig Incorporated, used with permission. WAREHOUSE/COSTCO.COM | AVAILABLE EARLY NOVEMBER

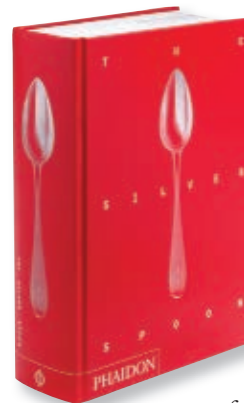


## Organize your recipes

The *Deluxe Recipe Binder* is the quick, easy and stylish way to organize and store all of your recipes from any format—newspapers, magazines, websites—you name it. Sheet protectors are perfect for storing recipes printed from the Internet. Extra-large recipe cards in protective pockets allow for room to write in tips and hints, and a tie-clasp envelope is great for storing clippings from magazines and newspapers. Divider pages, featuring index tabs, allow you to categorize the recipes. All of your favorite recipes you've collected over the years are now easy to locate and use!



**Binders  
from C.R. Gibson  
available now**



The authority  
on Italian  
home cooking

*The Silver Spoon* is the most influential Italian cookbook ever. Newly updated and translated into English

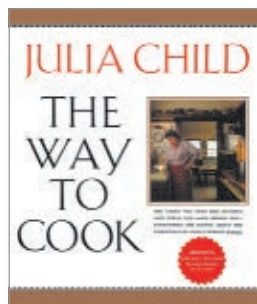
for the first time, it features more than 2,000 recipes and more than 400

**Hardcover  
from Phaidon available  
early November**

full-color photographs. It's more than just a cookbook; its uniquely stylish and user-friendly format makes it accessible and a pleasure to read. Eleven color-coded chapters by course make organization a breeze. Learn how to compose a traditional Italian meal, discover food traditions from different regions, see how to set an Italian table and even get menus created especially for the book by celebrity chefs. When it comes to Italian home cooking, *The Silver Spoon* serves it up.



# Cooking and more



**Hardcover with DVDs  
from Knopf available  
late November**

## Learn to cook with Julia Child

The incomparable Julia Child presents the lessons she's learned from a lifetime of cooking plus two DVDs containing the six-part series in which Julia teaches you the basics and offers a wealth of her favorite recipes. *The Way to Cook* includes more than 800 recipes, is Julia's most creative and instructive cookbook and is bound to rekindle interest in the joys of home cooking.

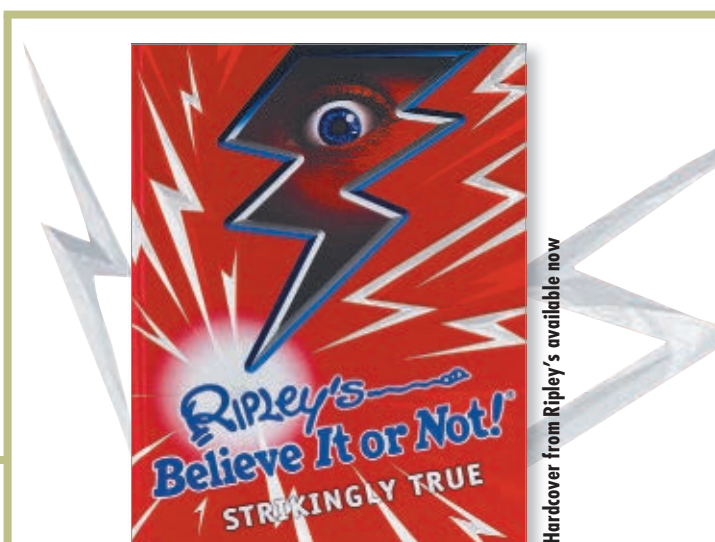
## Perfect entertainment for the holiday traveler

An active brain is a happy brain! The Puzzle Society's latest releases are ideal for gift-giving this holiday season. Colorful holiday-themed cover art, elastic-band closure and a convenient lay-flat binding make it easy to take them on the go. Collect all of them: *Pocket Posh Christmas Crosswords 2*, *Pocket Posh Christmas Sudoku 2*, *Pocket Posh Christmas Word Roundup 2* and *Pocket Posh Christmas Logic 2*.

**Paperbacks from Andrews McMeel  
available mid-November**



Books may not be available in all locations. All book jackets are subject to change. Books carried by Costco in no way reflect the opinions of Costco's management, buying staff or *The Costco Connection*.



**Hardcover from Ripley's available now**

## A collection of the bizarre, the unusual and the totally cool

Look out, Ripley's fans—and those who simply can't get enough information about unbelievable facts, shocking photos and freakish feats. The latest in the annual best-selling *Ripley's Believe It or Not* series is a giant collection of stories, interviews and features—all presented in a stunning new design that works in tandem with Ripley's fully interactive website—offering even more factoids and packing in many more strikingly true tidbits.

**WAREHOUSE ONLY**

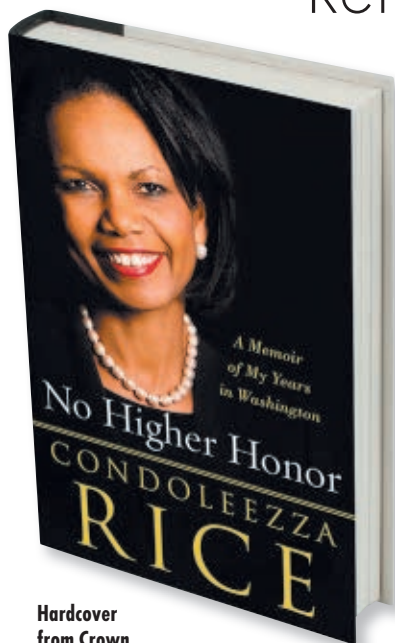




PAID ADVERTISEMENT

# A TRUE THANKSGIVING

Reflections, history and a little fun!



Hardcover  
from Crown  
on sale November 1

We have much to be thankful for this year, and that includes reflections from extraordinary people who have been such an important part of our lives that we feel like we know them personally. Former National Security Advisor and Secretary of State Condoleezza Rice tells the compelling story of the eight years she spent at the highest levels of government. In her new book, Rice takes readers behind the scenes to secret negotiating rooms and beyond as she maneuvered to keep the world's relationships from collapsing in chaos. Written with the warmth and humility she's known for, *No Higher Honor* is not to be missed.

Diane Keaton turns the camera inward, taking a rare look at herself and her remarkable mother, Dorothy Hall, in her unforgettable new memoir. More than a simple autobiography of a legendary

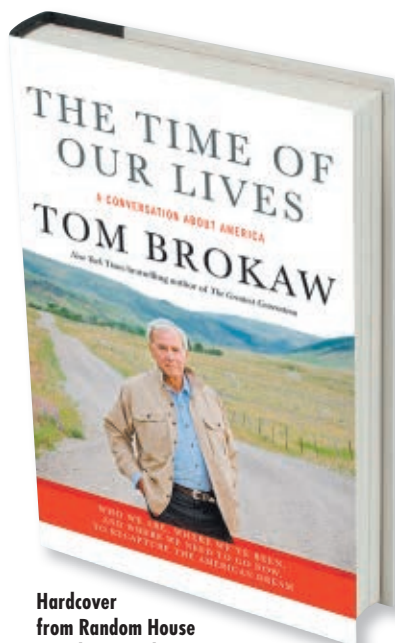
actress, *Then Again* is a book about the ties that bind—a true American family with American dreams.

Certainly one of the most trusted names in journalism today, Tom Brokaw turns his attention to the challenges that face our country in the new millennium and reflects on how we can rejuvenate America to her former greatness in his thoughtful and inspirational new book, *The Time of Our Lives*.

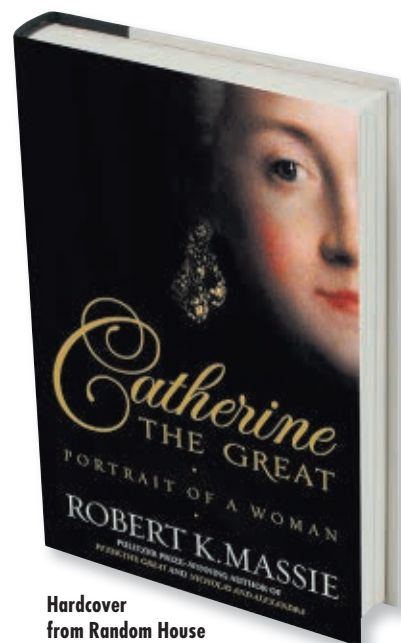
Meanwhile, readers of biography will rejoice as the Pulitzer Prize-winning author of *Peter the Great* returns with another masterpiece, this time bringing to life the story of an obscure young princess who rose to become one of the most powerful, captivating women in history—*Catherine the Great*. Robert K. Massie offers the world another tour de force, superbly told with historical accuracy and powerful understanding.



Hardcover from  
Random House  
on sale November 15



Hardcover  
from Random House  
on sale November 1



Hardcover  
from Random House  
on sale November 8

# FEAST FOR THE EYES

Joan Didion, the beloved author of *The Year of Magical Thinking*, is back with a powerful work of stunning frankness as she reflects on the excruciating pain of losing her only daughter in *Blue Nights*.

It's a great time to get wrapped up in some unforgettable fiction. Reading a Stephanie Plum novel is like hanging out with a dear, old friend. Now, in her latest knockout adventure with the beloved bounty hunter, Janet Evanovich reminds us why, in *Explosive Eighteen*.

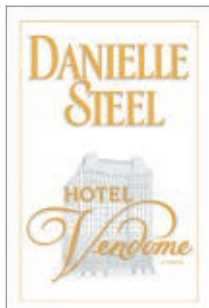


**Hardcover**  
from Knopf  
on sale November 1



**Hardcover**  
from Bantam  
on sale November 22

# THE MOST DELICIOUS READS



The ultra-glamorous world of a five-star New York hotel

**Hardcover** from  
Delacorte Press  
on sale November 1



From an Emmy-nominated writer and actress on NBC's *The Office*

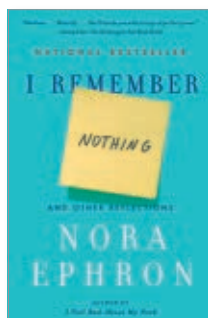
**Hardcover** from  
Crown Archetype  
on sale November 1



The tumultuous inner world of the artist

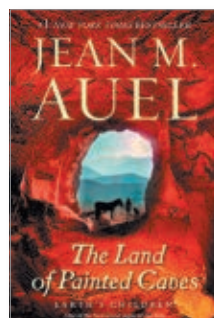
**Hardcover** from  
Random House  
available now

New from the author of *I Feel Bad About My Neck*



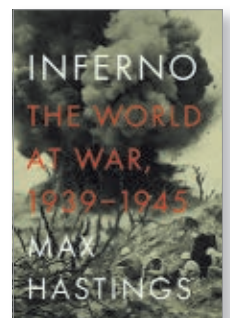
**Paperback** from Knopf  
on sale November 1

The amazing conclusion to the *Earth's Children®* series



**Paperback** from  
Bantam on sale  
November 22

The cost and consequences of World War II



**Hardcover** from  
Knopf on sale  
November 1



# **LIFE** at 75

Bigger than the magazine itself, this commemorative book relives *LIFE*'s most memorable moments

Captured in *LIFE* (clockwise from this page): Robert Kennedy jogs the Oregon coast with Freckles; an arrest of Dr. Martin Luther King Jr.; Marilyn Monroe in repose; on the ground in Vietnam; moonlight over the Taj Mahal.





CHARLES MOORE/BLACKSTAR

## By David W. Fuller

IT WAS THE mid-1930s. War had broken out in Europe. Years of economic strife had left Americans weary and worried.

How bracing, even strange, the optimistic, enthusiastic words aimed at launching *SCOPE* magazine (later to become *LIFE*) must have seemed. The man who would publish this weekly pictorial newsmagazine aspired to no less than to “see life; to see the world; to eye-witness great events; to watch the faces of the poor and the gestures of the proud; ... to see man’s work—his paintings, towers and discoveries; to see things thousands of miles away, things hidden behind walls and within rooms ... to see and to take pleasure in seeing; to see and be amazed; to see and be instructed.”

Henry R. Luce could really turn a phrase. Much more important, he knew how to turn a phrase into reality. First, with Briton Hadden, he founded *Time* in 1923, then in 1930 during the Great Depression he started *Fortune*, and in 1936 *LIFE*. There had been other newsmagazines before *Time*, other business magazines before *Fortune*, even other pictorial reviews before *LIFE*. What distinguished each of Luce’s magazines was the execution. The masterful wordsmiths and photographers assembled for these magazines gave them a momentum that has lasted to this day.

*LIFE*, of course, has ceased publication, first as a weekly in 1972 (at its peak circulation of more than 6 million), then as a monthly in 2000, then as a weekly newspaper supplement in 2007. Since that point, *LIFE* has continued as a successful book-publishing enterprise, relying not just on its archive, but innovating with contemporary titles such as the best-selling *One Nation: America Remembers* September 11, 2001.


This month LIFE Books launches its most ambitious publication, *LIFE 75 Years: The Very Best of LIFE*. The mammoth dimensions of the book (12¼ by 15¾ inches) were necessitated by the inclusion of a full-size, page-for-page

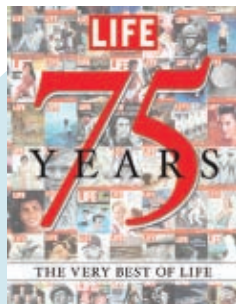
replica of the magazine’s iconic first issue, stashed in a special compartment.

Like the magazine, the book lives up to Luce’s strident and demanding call to journalistic excellence. In fact, most of its chapter headings are direct quotes from Luce’s nine-page typescript manifesto.

Just how difficult is it to select the very best of the more than 18 million pictures in the *LIFE* photo library?

Robert Sullivan, managing editor of LIFE Books and author of *75 Years*, tells *The Connection*, “It’s like taking a Hemingway or Fitzgerald story and presenting it in a paragraph. It’s hard but also kind of fun.” Sullivan, a Costco member and 31-year Time Inc. veteran, says he and his staff “hope we did justice to the legacy, but we wish we had had three times as many pages.”

Still, with the keen eye for winnowing that photo editing takes, the team packed just what *LIFE* fans would hope would be in the book: the trenchant war coverage, the starlets on the rise, space launches, Lennart Nilsson’s pioneering in-vitro embryo pictures, excerpts of photo essays that indeed show “the faces of the poor and the gestures of the proud.” All of *LIFE*, all of life, is there to be seen. 



## The Costco Connection

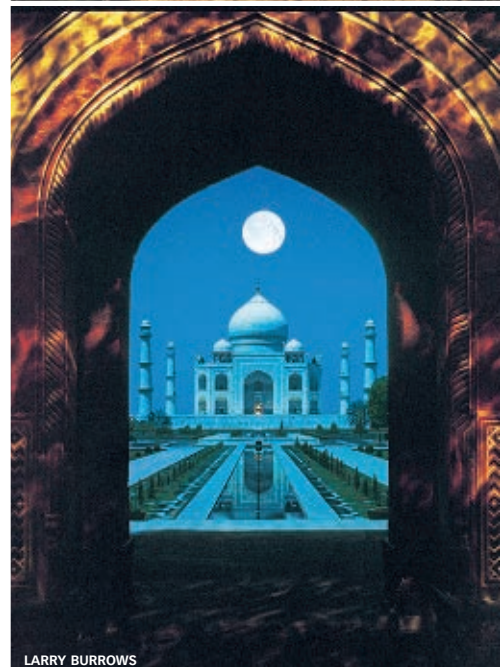
*LIFE 75 Years: The Very Best of LIFE* is available in most Costco warehouses.



ALFRED EISENSTAEDT



LARRY BURROWS



LARRY BURROWS



# Books that keep kids reading...

A broken machine leads to a great adventure

Hugo—an orphan, clock keeper and thief—lives in the walls of a busy train station in Paris during the 1930s. His very survival depends on secrets and anonymity. But one day he encounters a strange, bookish girl and a mean old man who runs a toy booth at the station, and Hugo's undercover life is put in jeopardy. Welcome to *The Invention of Hugo Cabret*.



Hardcover from Scholastic available mid-November

Now a major motion picture coming November 23!



Get snowed in with Greg Heffley

Greg Heffley is in big trouble. School property has been damaged, and Greg is the prime suspect. But the crazy thing is, he's innocent. Or at least sort of.

The authorities are closing in, but when a surprise blizzard hits, the Heffley family is trapped indoors. Greg knows that when the snow melts he's going to have to face the music, but could any punishment be worse than being stuck inside with your family for the holidays?

Hardcover from Amulet Books on sale November 15

© 2011 Wimpy Kid, Inc.



## The adventures have just begun!

In *The Lost Hero*, three demigods named Jason, Piper and Leo made their first visit to Camp Half-Blood, where they inherited a quest. But who are the other four mentioned in the prophecy? The answer may lie in another camp, located miles away, where a new and unusual camper has just arrived. Don't miss *The Son of Neptune*, as our new heroes embark on their most dangerous challenge yet.



Hardcover from Disney Hyperion on sale now

Encourage their artistic side

Deluxe Gift Cases make the perfect gift for the little artist in your life. Each case comes packed with activities, including coloring posters, board books, crayons, a growth chart, oodles of stickers and more! Best of all, it all comes secured in a handy gift case so it's easy to take the fun wherever you go—perfect for holiday travel.



Book sets from Bendon available early November



# Dork Diaries

## Writer gets last laugh

By Hope Katz Gibbs

SOMETIMES KIDS JUST know who they are going to be when they grow up. Take *Dork Diaries* author Rachel Renée Russell, who has been writing young-adult books since she was in the sixth grade.

That's the year she wrote *The Donny and Ronny Book*, for her younger twin brothers.

"They loved peanut butter and jelly sandwiches and *Sesame Street*, and I told the story of their lives with markers and construction paper," explains the native of St. Joseph, Michigan, who from that point on dreamed of becoming a professional writer.

At Northwestern University, though, her literary dreams were dashed.

"I signed up for a writing class with a professor who had published a popular children's book, because I thought I'd learn a lot and that he'd help set me on a great path," she recalls. "But after handing in a few assignments, he assured me that I was the worst writer on the planet and that he was doing me a favor by giving me a C."

Russell took the criticism to heart, and soon after set her sights on a law career. She landed a seat at Wayne State University Law School in Detroit, and within a decade was one of the top consumer bankruptcy attorneys in Michigan. She also married her college sweetheart, and had two daughters, Nikki and Erin.

But not long before her 49th birthday, her husband announced that he wanted a divorce.

Russell—although devastated—quickly came up with a plan B. She gathered her courage, dusted off a manuscript she had been toying with for a few years and submitted it to a literary agent.

"The agent loved it," Russell says today of the story that eventually became the first in the *Dork Diaries* series. "I have always been good at bouncing back, even when my heart is broken."

In fact, less than a month after her divorce was finalized, her book, published by Simon & Schuster in 2009, hit the *New York Times* children's best-seller list. It went on to spend 96 weeks on the coveted list. As of fall 2011, 3.5 million books in the *Dork Diaries* series were in print.

One pass through the series and it's easy to see why the books are such a hit. Fourteen-year-old Nikki Maxwell



Rachel Renée Russell

is forever trying to fit in at the prestigious middle school she attends on a scholarship. From surviving mean girls to crushes to embarrassing parents, Nikki's daily struggles will be familiar—and comforting—to many a reader.

Russell says she was able to artfully weave all of the pieces of Nikki's middle school trials and tribulations into a playful tapestry because she was living them with her own teenage girls.

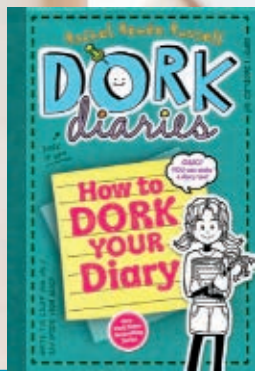
"My girls had a really hard time in school," Russell admits. "Not only were they picked on, but eventually it got physical, and although I tried to work it out with the administrators, I had to step in and put them into a different school. It was a really difficult time for all of us, but I think that's why I write so well about the drama of being a dork, because we lived through the horror years."

Fortunately, the family drew strength from adversity and today both of her daughters work for Russell. Nikki, an artist who studied education, helps with the illustrations, and Erin, who was a creative writing major, works with Russell on the manuscripts.

For the foreseeable future, the family will be dorking out in style. Books 1, 2 and 3 have already been published; this fall Russell is putting the finishing touches on book 4; and Simon & Schuster just bought the rights to books 5 and 6.

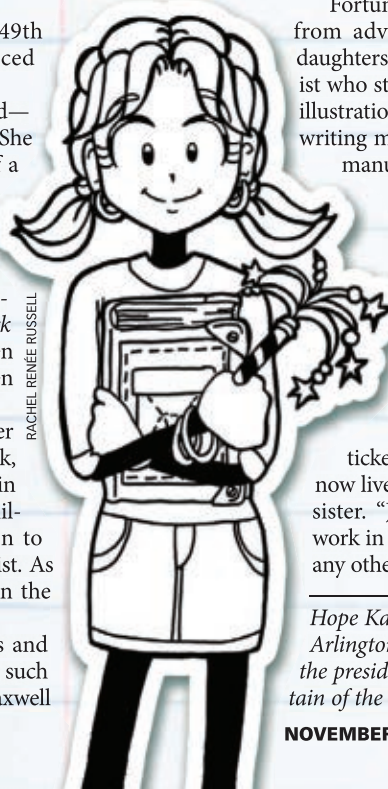
"The *Dork Diaries* are my ticket to a new life," says Russell, who now lives in northern Virginia, near her sister. "Just like my character, I am a work in progress. And I wouldn't have it any other way." ☐

*Hope Katz Gibbs is a freelance writer in Arlington, Virginia, who, despite being the president of her senior class and captain of the cheerleaders, was a closet dork.*



### The Costco Connection

Most Costco locations will carry all titles in the *Dork Diaries* series, including *How to Dork Your Diary*, *Tales from a Not-So-Fabulous Life*, *Tales from a Not-So-Popular Party Girl* and *Tales from a Not-So-Talented Pop Star*.







# Kids' Pick!

Melissa McMeekin,  
assistant buyer, books

# Kids!

books & more

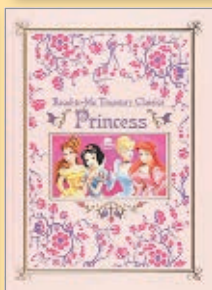


**Paperbacks from Phidal  
available now**

## Get stuck on stickers!

Super sticker books from Phidal will have kids stuck on fun with activities and hundreds of stickers that can be used again and again—the good times never end. There are many *Sticker Book Treasury* titles to choose from, including *Toy Story*, *Disney Princess* and *Mickey's Clubhouse*. Also look for Lightning McQueen and the supercharged gang from *Cars 2*!

This month's selection is sure to make story time special for little ones and their trusted readers alike. Bring the timeless appeal of Disney magic home with captivating collections of classic favorites, written in a lively style that is perfect for reading aloud. Each volume contains seven popular Disney stories that children have loved for years, and includes full-color illustrations throughout; they are just the thing for family sharing. The striking, embossed faux-leather, 400-page collections feature gold-foil-gilded edges and are certain to become a family treasure that will be passed from generation to generation.



**Hardcovers from Disney available mid-November**

## The misadventures of a reluctant Viking hero

Young Hiccup isn't exactly hero material—in fact, he has to work hard at it. *How to Train Your Dragon* is the story of how to become a hero ... the hard way. Join Hiccup and his dragon, Toothless, on their first eight adventures with *How to Train Your Dragon Hardcover Gift Set 2*. The hardcover box set includes their new adventure and makes a perfect gift for the hero in your life.



**Box set from  
Little, Brown  
Books for Young  
Readers available  
early November**



**Hardcover from Penguin available now**

## A delightful twist on a beloved classic

Two mischievous elves add their rambunctious spirit in this lighthearted version of the classic holiday poem. The Christmas Eve stowaways make it difficult for Santa to get his work done, but it's all in fun and it's not long before they

are stealing the show. Artist Jan Brett's wonderful creation will be cherished for years to come. Also included is a DVD, narrated by Jim Dale with music by the Boston Pops.

## Sing-along holiday fun!

Little readers will ring in the holidays with classic songs sung by some of their favorite characters in the Play-a-Song songbooks. The book's five-button audio module contains 10 Christmas melodies, and lyrics for each happy tune are printed in the colorful board book. Choose from *Sesame Street Sing-Along Holiday Songs*, *Rudolf the Red-Nosed Reindeer Sing-Along Songs*, *A Charlie Brown Christmas* and more!



**Hardcovers from  
Publications  
International  
available early  
November**

## A new electronic reading system just for kids

*The Me Reader* is an electronic system that actually reads Disney Classics storybooks out loud at the press of a button. Made of sturdy, hard plastic and simple to use, these books let young readers share the fun with a grownup or enjoy a book on their own by simply pressing a "Read Story" button.



**Hardcovers from  
Publications International  
available early November**

## Creativity begins here

It's easy to get crafty with Disney's *Activity Fun* sets featuring pages of options, including stickers and snap-outs, a giant activity pad and much more. Get glamorous with the ladies in tiaras with *Princess Activity Fun*, discover the magic with *Fairy Activity Fun*, race to adventure with Lightning McQueen and the crew from Radiator Springs with *Cars in Action Activity Fun* and there's never a dull moment with the beloved characters from *Finding Nemo*, *Toy Story*—and beyond—with Disney – Pixar *Activity Fun*!



**Disney titles from Artistic Studios  
available early November**



## Go, Dr. Seuss, go!

For generation after generation, Dr. Seuss has helped children learn to love to read. He continues to do just that in *Bright and Early Board Books* (Random House Books for Young Readers), sturdy early-reader books filled with vivid colors, lovable characters and easy-to-follow stories. Look for a broad selection of titles your child will love, including *Mr. Brown Can Moo! Can You?*, *The Ear Book*, *Dr. Seuss's ABC: An Amazing Alphabet Book!*, *The Nose Book*, *There's a Wocket in My Pocket!* and many more! With rhymes, wit, fun and charm, Dr. Seuss makes reading an adventure every child loves.

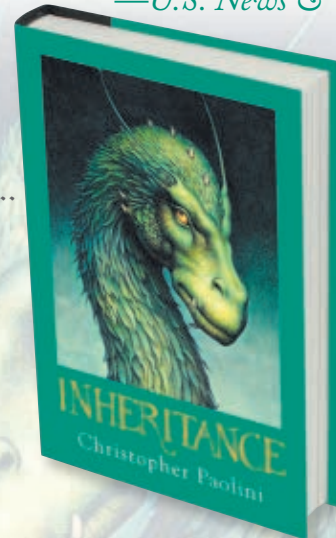


Board books available late November

## "The new 'It' book of children's lit."

—U.S. News & World Report

What began in Eragon ...



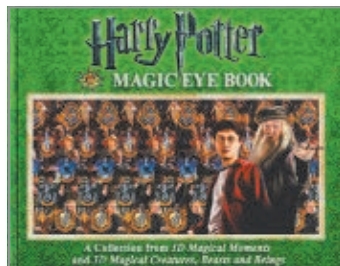
... now ends here

Hardcover on sale November 8

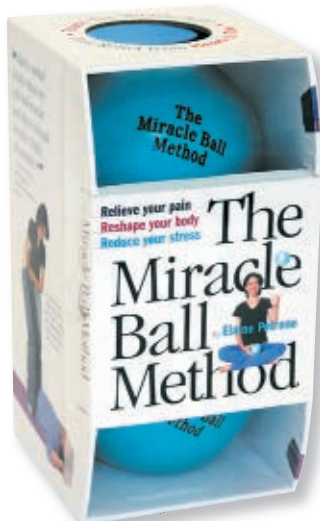
Christopher Paolini's worldwide best-selling *Inheritance* saga comes to its stunning conclusion! After the deadly events in *Brisingr*, Eragon and his dragon, Saphira, are the only hope for peace in the land of Alagaësia. Now they must muster all their courage and call upon all the training they've been through if they have any hope of defeating the evil Galbatorix. But the stakes have never been higher, and death may be the ultimate price they pay in the mesmerizing adventure *Inheritance* (Knopf Books for Young Readers)!

## I spy magic fun!

Harry Potter and his friends are masters of illusion, as you'll see for yourself in the *Harry Potter Magic Eye Book* (Andrews McMeel). More than two dozen illusions and amazing tricks of the eye come to life in this book featuring some of your favorite characters from the book and movie series. Is it a trick, or is it casting a spell? Find out for yourself in this magic book.



Hardcover available early November

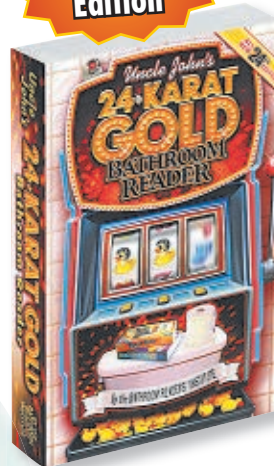


Book and ball set available late November

## Say goodbye to pain

Fight strain and pain through *The Miracle Ball Method* (Workman). Dancer Elaine Petrone faced a debilitating injury that threatened to end her career. But then she learned, through therapy and exercise with medical ball equipment, how to heal herself and stop the hurting she faced every single day. Now she shows you how you can do it too in this revolutionary book. Joint pain, knee pain, back pain ... make all of it a thing of the past with this incredible and easy-to-use program.

24<sup>th</sup> Annual Edition



Uncle John's  
**BATHROOM READER.**

Just the facts—  
and a whole lot more

The *Uncle John's* series (Portable Press) is an information-packed resource of fun, facts, trivia, history and much, much more. From the wacky to the amazing, from the coincidental to the strange, you'll get obscure and little-known data on all kinds of interesting pieces of world history, riveting stories

featuring the famous and infamous, and tall tales that are hard to believe but 100% true. Find hundreds of great stories in *Uncle*

*John's 24-Karat Gold Bathroom Reader*, *Uncle John's Bathroom Reader: The World's Gone Crazy* and *Uncle John's Bathroom Reader Tunes into TV*.

Paperbacks available now





## The story behind the “quiet” Beatle

Olivia Harrison draws on her husband George’s personal archive of letters, diaries and memorabilia to tell the life story of a guitar-obsessed boy from Liverpool who went on to become a member of the biggest band in the world. Filled with stories from George Harrison’s friends—including Eric Clapton, Paul McCartney, Ringo Starr and many others—as well as previously unpublished photographs taken by Harrison himself in the mid-1960s, *George Harrison: Living in the Material World* is a well-deserved tribute to a man who touched the lives of millions and was taken from the world far too soon.



**Hardcover from Abrams Books available now**



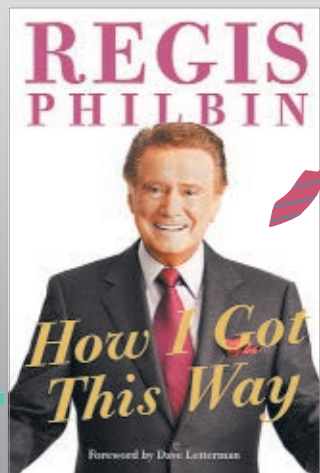
Photo: Ralph Alswang/  
Clinton Foundation

In *Back to Work*, former president Bill Clinton details how he believes we can get out of the current economic crisis and lay a foundation for long-term prosperity. He offers specific recommendations on how we can put people back to work and create new businesses, increase bank lending and corporate investment, double our exports and restore our manufacturing base.

**Hardcover from Knopf on sale November 8**

## A lifetime of stories to share

After his five decades in show business, fans feel like they know Regis personally. But they have no idea just how much heart he really has. In his new memoir, and with his signature wit, the irrepressible Reege takes a look back at his extraordinary life, family, career and friendships in *How I Got This Way*.



**Hardcover from It Books on sale November 15**



**Hardcover from William Morrow on sale October 18**

## Etiquette for the 21st Century

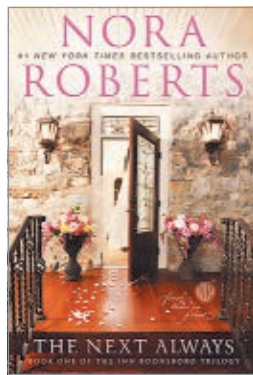
Times may have changed but the principles of good manners remain the same. Emily Post is a trusted name in decorum and now the mantle has been picked up by her great-great grandchildren who tackle the latest issues of the 21st Century—tweeting, email, iPhones, tattoos and much more. *Emily Post's Etiquette*, 18th Edition, is the essential handbook of proper social behavior.

## Indispensable must-have guides

There's always something new to discover. With a detailed synopsis of each model, *501 Must-Drive Cars* is packed with all the information car fanatics should know. *501 Must-See Movies* is essential reading for film buffs and the casual movie fan. And find the perfect adventure within the pages of *501 Must-Visit Wild Places* and *501 Must-Visit Destinations*—packed with breathtaking photos and don't-miss features, they make perfect gifts for the dreamer in your life.



**Hardcovers from Octopus available late November**



**Paperback from Berkley Trade on sale November 1**

## New, from America's favorite writer

Nora Roberts' all-new trilogy was inspired by the inn she owns and the town she loves. The historic hotel in Boonsboro, Maryland, has endured war, a slew of owners and even the spooky rumors of hauntings. But can it handle a major facelift from the Montgomery brothers and their eccentric mother? *The Next Always* is not to be missed.

## Nature vs technology = vintage Crichton

A group of graduate students is lured to Hawaii by a mysterious biotech company and lost in the rain forest with only their skills and wits to protect them. Completed by science writer Richard Preston, Crichton's thriller, *Micro*, blends fact and fiction to create a masterpiece of terror.



**Hardcover from Harper on sale November 22**

# Game changer

## Jean Kwok lives a life of transition

By Mark Anstead

FOR THE PERFECT example of a very formative childhood, look no further than Jean Kwok, author of this month's Book Buyer's Pick, *Girl in Translation*. As an immigrant to America from Hong Kong in 1973, Kwok arrived at age 5 with her Chinese-speaking family and ended up living in a Brooklyn slum.

For six years she had to endure living in a cockroach-infested apartment exposed to the elements during harsh New York winters because many windows did not even contain a pane of glass. After school she joined her parents and older siblings working in a Chinese-owned sweatshop, paid by the piece to sew and press clothes.

Her predicament is almost exactly like that of the main character, 10-year-old Kimberly Chang, in *Girl in Translation*, her debut novel: Kimberly and her mother arrive in New York, escaping Hong Kong before it is handed back to Chinese control, only to become exploited in the land of the free.

"The factory where my family worked was a form of slave labor," says Kwok, now 42. "Most people stayed there until 10 p.m. every night and then took piles of clothes home afterwards just to earn enough to live. They were given a cent for each piece, which was illegal.

"We had expected to find the New York we'd seen in newspapers and magazines: skyscrapers, glistening stores and beautifully dressed people. Instead we were dismayed to be living in a slum where people beat each other up in the street."

It would seem Kwok's childhood has both haunted her and driven her to succeed. A bright stu-

dent in Hong Kong, in America she was initially considered stupid until she overcame the language barrier and then she excelled, sensing education was her way out.

"Thankfully my parents got out of that horrid apartment after five years and opened a shop, but business was still hard sometimes," she says. "Returning to the factory never seemed far away."



Jean Kwok

SIGRID ESTRADA

Kwok's ambition took her all the way to Harvard, where her habit of fitting study around work continued. Ask her how she managed to graduate with honors while holding down four part-time jobs to pay living costs and she says it was fear—fear she might one day be forced to return to the factory.

"If I hadn't won a 100 percent scholarship I would never even have gone to college," she says. "That's why I had to aim high for the richer universities, and I am incredibly lucky to be naturally academic."

Today Kwok lives in Holland with her child psychologist husband, Erwin Kluwer, and their two children. After moving to Holland she took a job teaching English in a Dutch university and enrolled in the same university to learn the Dutch language. She spent the next 10 years working there while drafting her novel.

"I found it very cathartic to write this book," she says. "It is fiction, but it is based on so much I had hidden away. I had never referred to my childhood because I was ashamed. Writing the book helped me with that.

"I really wanted to take the reader into the mind of the Chinese immigrant, and the only way at some points was literally to think in Chinese while writing. When you first meet Kimberly, for example, you only hear English through her ears and what the sentences might have sounded like to her."

Kwok says her book initially met with disbelief that sweatshop child labor could really have existed in 1970s America, until she explained her own experiences. Now she has almost finished her second book, about a Chinese immigrant who becomes a successful ballroom dancer—yet another aspect of Kwok's life.

"What pleases me most is hearing from people who say they feel helped because someone in their family was in this position," she says. "And some people say the story has inspired them to be kinder and more understanding, which really makes me feel it's been worthwhile." □

Mark Anstead is a UK-based freelancer.



FRANCE FREEMAN

WHEN I FIRST read about Jean Kwok, the author of this month's Book Buyer's Pick, I felt like a bit of an underachiever. Kwok came to the U.S. at age 5, and eventually was awarded a scholarship to Harvard. She also worked in a handful of science labs before going to college and competed as a ballroom dancer after graduating from college. On top of all of that, she's an amazing writer.

In Kwok's debut novel, *Girl in Translation*, Kimberly Chang emigrates with her mother from Hong Kong to Brooklyn. This exceptionally bright girl attends a school for gifted students, yet must work in a sweatshop to be able to survive. She meets very different boys in both worlds while she struggles with translating the language as well as with who she is in her new country.

*Girl in Translation* is available in most Costco warehouses.

**For more book picks, see page 51.**



Pennie Clark Ianniciello, Costco book buyer

FRANCE FREEMAN

## Signed book giveaway

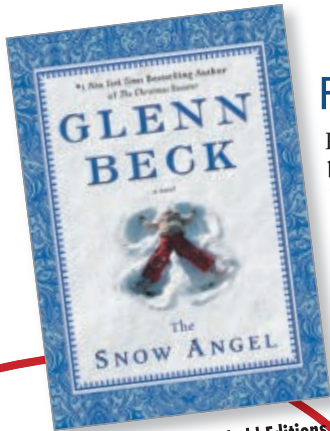
**COSTCO HAS 50 SIGNED COPIES of Jean Kwok's *Girl in Translation* to give away. For a chance to win, send an email with your name and mailing address to [giveaway@costco.com](mailto:giveaway@costco.com), with "Jean Kwok" in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: Jean Kwok, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088.**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.**

Purchase will not improve odds of winning. Sweepstakes is sponsored by Penguin Group, 375 Hudson St., New York, NY 10014. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by November 1, 2011. Winners will be randomly selected and notified by mail on or before December 1, 2011. The value of the prize is \$15. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or Penguin Group and their families are not eligible.



# Great books. Loyal readers. At Simon & Schuster, we have so much to be thankful for.



Hardcover from Threshold Editions available now

## Fiction from Glenn Beck

Rachel Price is living the life she believes she deserves, consumed by an abusive marriage, until a phone call from an old friend changes everything and a new understanding of her past comes to light. *The Snow Angel* is a touching story of family and forgiveness—perfect holiday reading.

## What is a traditional family?

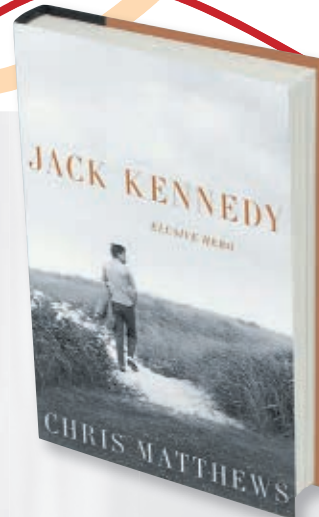
Zoe Baxter is about to have her dreams of a family come true when a terrible turn of events leads to the breakup of her marriage and leaves her childless. She throws herself into her work as a music therapist and finds herself in love with a same-sex partner—hoping to start a family with the frozen embryos she and her ex-husband never used in *Sing You Home*.



Paperback from Atria available now

## An intimate profile of a historic figure

Chris Matthews presents a deeply personal, real look at John F. Kennedy—the human being. Matthews' extraordinary biography taps oral histories and personal interviews with those closest to JFK, revealing the pain, the joys and the fears of the man who refused to accept the world as it was and lived every day as if it were his last in *Jack Kennedy*.



Hardcover from Simon & Schuster on sale November 1

## King at his epic best: King takes readers back in time to another moment—a real-life moment—when everything went wrong.

## Three shots in Dallas changed the country forever ... or did they?

What if you could take it all back? That November day in 1963 that changed everything. Thirty-something English teacher Jack Epping is given that opportunity when he's pointed to a storeroom that is a portal to the past—a particular day in 1958—and asked to return, to prevent the Kennedy assassination. So begins Jake's new life—in a different time and a simpler place where every turn leads to a troubled loner named Lee Harvey Oswald. Stephen King takes fans back in time, as only he can, in his terrifying tour de force.

Costco has 50 copies of *11/22/63* to give away. Seven of the copies are signed by Stephen King. For a chance to win, send an email to [giveaway@costco.com](mailto:giveaway@costco.com), with "Stephen King" in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: Stephen King, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

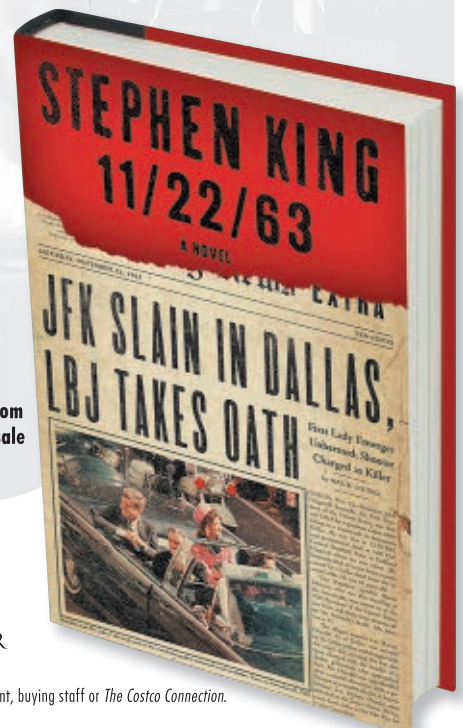
NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

Purchase will not improve odds of winning. Sweepstakes is sponsored by Simon & Schuster, 1230 Avenue of the Americas, New York, NY 10020. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by 11/30/11. Winners will be randomly selected and notified by mail on or before 12/30/11. The value of the prize is \$27.99. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or sponsor and their families are not eligible.

Hardcover from Scribner on sale November 8



SIMON & SCHUSTER  
A CBS COMPANY



# November

## Book buyers' picks

### Nonfiction

***The Time of Our Lives*, by Tom Brokaw.** Few American broadcasters command respect like Tom Brokaw. His journalistic integrity on *Today*, *NBC Nightly News* and *Meet the Press* has made him one of the most trusted names in news, and he has been welcomed into households around the world for more than 30 years. In his latest book, Brokaw draws on lessons from generations past to create his vision of how we can reboot the American dream.

—Jeffrey Purtell  
inventory control specialist, books

about the past as a way to understand how the world operates today. In this history of Western civilization, Ferguson lays out the argument that 500 years ago the West came up with six powerful new concepts: competition, science, the rule of law, consumerism, modern medicine and the work ethic. Now, his argument goes, the West's reign is coming to an end as the rest of the world has adopted those concepts while the West has lost faith in itself. This is a fascinating and eye-opening read.

—Josh Lilly, inventory control specialist, books

### Fiction

***Out of Oz: The Final Volume in the Wicked Years*, by Gregory Maguire.** It's been years since I read *Wicked*, but my love for the book remains strong. In fact, I've been captivated by each novel in the series as Maguire reimagines one of my favorite childhood stories, *The Wizard of Oz*. In the last installment in the series, the Emerald City is preparing to invade Munchkinland, Glinda is under house arrest and the Cowardly Lion is on the run from the law. Amid all of the chaos, Elphaba's granddaughter has come of age—and she's ready to fulfill her legacy in an Oz wracked by war.

—Shana Lind, assistant buyer, books

***The Night Eternal*, by Guillermo del Toro and Chuck Hogan.** This is the third and final novel in the *Strain* trilogy. A series of coordinated power-plant explosions around the globe has brought on a nuclear winter. The sun shines only one hour each day. This is horrible for humans, but great for vampires. Those lucky enough to not be turned into vampires live in constant fear or worse—often forced to live and breed in what are essentially human feedlots. Readers who are looking for an exciting and decidedly not young-adult-oriented vampire story should check it out; it's one of the best vampire horror series in a long time.

—Scott Losse  
inventory control specialist, books

**Deluxe leather classics, from Baker & Taylor.** These updated classics make great gifts. The content is the same, but the covers have been completely redesigned with new images and beautiful end papers. There are 10 titles to choose from, all of which would look very elegant on any bookshelf. Titles include *The Arabian Nights*, translated by Sir Richard



Burton; *War and Peace*, by Leo Tolstoy; *The Iliad* and *The Odyssey*, by Homer; and collection of works by Edgar Allan Poe, Robert Louis Stevenson, Jane Austen, Sir Arthur Conan Doyle, the Brothers Grimm, Charles Dickens and Mark Twain.—JE

### Juvenile

***Nancy Drew Complete Box Set*, by Carolyn Keene.** Nancy Drew has been solving mysteries for more than 75 years. I read every *Nancy Drew* book I could get my hands on as a young girl and am eager to introduce this savvy sleuth to my daughter when she's ready. Costco is offering all 64 titles in one beautiful box set. This set makes a great gift for Nancy Drew fans young and old and should be a part of every personal library collection.

—Melissa McMeekin, assistant buyer, books

**Picture-book slipcase sets, from Little Tiger Press.** If you have a little one who loves story time, you'll be pleased to know that Costco will have four picture-book sets available this fall, with two jacketed hardcover books in each slipcase box. Available sets include: *There's No Such Thing as Monsters* and *The Great Monster Hunt*; *Me and My Mommy* and *Me and My Daddy*; *I Love You as Big as the World* and *When We're Together*; and *Bedtime for Little Bears* and *I Love You, Sleepyhead*.—MM



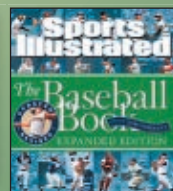
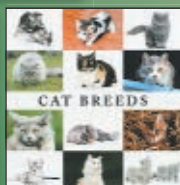
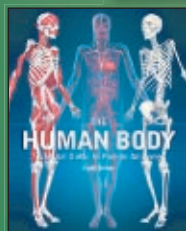
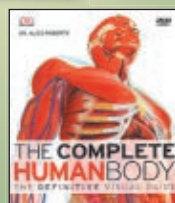
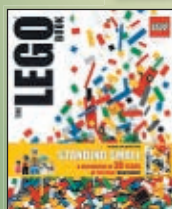
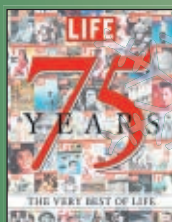
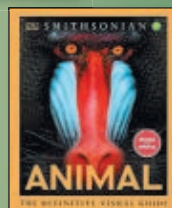
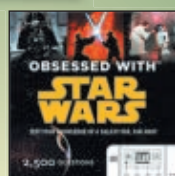
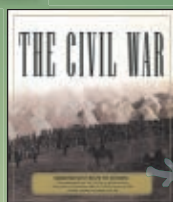
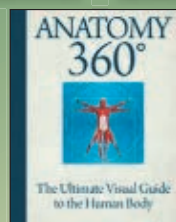
***House of Cash: The Legacies of My Father, Johnny Cash*, by John Carter Cash.** John Carter Cash, the namesake son of legendary singer Johnny Cash, has pulled together previously unpublished photographs, lyrics, notes and recollections from the family's archives to create an intimate portrait of his father. A must for any fan of "the man in black," the book also comes with an exclusive CD with eight previously unreleased Johnny Cash recordings.

—Jonna Erickson, assistant buyer, books

***Christmas Memories, Have Yourself a Very Vintage Christmas, It's a Wonderful Christmas* and *Under the Tree*, by Susan Waggoner.** These books offer a fascinating look at Christmas past. Each is packed with an amazing amount of information and/or tips for having a fab retro holiday of your own. For example, you'll learn that a holiday ham cost \$0.57 per pound in 1948 (today's equivalent is \$5.05), and find out how to make a 1950s-style candy-cane-striped candle. Discover the history of Rudolph—did you know the names Rollo and Reginald were rejected? —JE

***Civilization: The West and the Rest*, by Niall Ferguson.** I've long been intrigued by reading





# Books for everyone on your holiday list

Books may not be available in all locations. All book jackets are subject to change.  
Books carried by Costco in no way reflect the opinions of Costco's management, buying staff or *The Costco Connection*.

PAID ADVERTISEMENT  
WAREHOUSE ONLY | AVAILABLE NOW

# SOMETHING'S COMING

## *West Side Story* gets the Blu-ray treatment

By Steve Fisher

*WEST SIDE STORY* is the most honored movie musical, winning 10 Academy Awards, including Best Picture, Best Supporting Actress and Best Supporting Actor. Those two actors, Rita Moreno and George Chakiris, who played Anita and Bernardo, along with Russ Tamblyn (Riff), will be immortalized on November 15, putting their hands and feet in cement at Hollywood's Chinese Theatre.

*The Connection* spoke by phone to the actors for their recollections of the film.

### Rita Moreno

According to Rita Moreno, *West Side Story* was "top of the line" in a career filled with impressive achievements, including earning all four major acting awards: Oscar, Emmy, Grammy and Tony.

She soon starts shooting the second season of the TV series *Happily Divorced*, and is currently doing a one-woman show. "It's called *Life Without Makeup*," she says. "I'm about to be 80 in December, and I'm tap-dancing, and doing 'America' from *West Side Story*, and the mambo from the gymnasium scene."

Working hard for a living isn't new to Moreno, who worked hard to get the part of Anita in *West Side Story*.

"I screen-tested like everybody else," she recalls. "I screen-tested for the acting part and I sang for them and I danced for them."

"It took weeks and weeks of waiting," she says. "They were testing anyone with dark hair and dark eyes at that time. It must have taken a month and half."

The production had many unique aspects. For example, the film had two directors. Jerome Robbins, who had directed and choreographed the original

stage musical, handled the musical numbers, and Robert Wise handled the acting scenes.

Moreno worked mostly with Robbins. "The dances were the hardest thing," she remembers. "We were rehearsing for months before we even started to film the movie."

Working with Robbins was difficult but rewarding. "[Robbins] was the motor, and he was a person who inspired, and scared us to death because he was a very mean sort of fellow," she says. "But he really brought out the best in us—there was no question of that, and we knew that. As much as some of us may have hated him, we worshipped him at the same time because he

was a genius. People like that inspire others to go way beyond what they think they can actually accomplish. He certainly did that for me."

The American Film Institute rates *West Side Story* the number-two musical film of all time (*Singin' in the Rain* is their number one). Moreno says, "It's a treasure. And it is to be treasured just as it is, with the dated dialogue and all that kind of stuff. That's how *West Side Story* was then. And I hope they don't try to do a remake."

### George Chakiris

George Chakiris, whose passion has turned from acting to making jewelry ([www.georgechakiris.com](http://www.georgechakiris.com)), was playing Riff, the leader of the Jets, in the London company of the stage version of *West Side Story* when the film began pre-

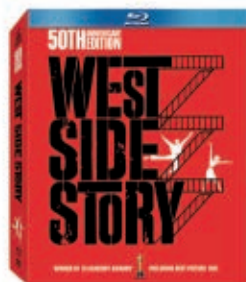
CONTINUED ON PAGE 54



Above: Rita Moreno in *West Side Story*, 1961. Right: Moreno in 2011.

© MGM/FOX. ALL RIGHTS RESERVED

MIKE LAMONICA



### The Costco Connection

The *West Side Story* Blu-ray limited-edition 50th-anniversary set, including book, postcards and tribute CD, is available November 15 in all Costco warehouses. Costco will have the first 5,000 numbered sets.





Chakiris (left) and Tamblyn (right) today. Below: Russ Tamblyn (left) and George Chakiris (right) as Riff and Bernardo.



© MGM/FOX. ALL RIGHTS RESERVED

"People continue to love it; it does not seem to be a generational piece.... It's so relevant in terms of its basic messages. There was so much in this film that people can identify with in our lives today, and not just in 1961."

## Russ Tamblyn

"I really thought I was going to do Tony," says Russ Tamblyn ([www.russtamblyn.com](http://www.russtamblyn.com)). He was so focused on that role that he even advised another actor how to audition for Riff.

When he was offered the part of Riff, MGM, to whom he was under contract, initially turned it down, saying playing a gang leader would not be good for his image. Tamblyn went to his bosses and begged.

Talking about the competition between the two "gangs," as encouraged by Robbins, Tamblyn recalls, "We played a lot of tricks on each other. In New York, we were shooting on the street. George [Chakiris] climbed up on a fire escape and hung a sign that said 'SHARKS.' And all the Jets ran over to me and said, 'Are you gonna let him get away with that?' I had to climb up and tear it down."

"It's the best movie I've ever done," Tamblyn says, proudly. "Here, 50 years after we made the movie, half a century later, it's still being honored in a big way. Fox has made this Blu-ray rendition that is just beautiful and so clear, and you see so many things that you missed in the original."

JOE OSBORNE/VENTURA FILM FESTIVAL

CONTINUED FROM PAGE 53

production. He was asked to prepare scenes to audition for Riff and Bernardo, the leader of the Puerto Rican gang, the Sharks. He was cast as Bernardo.

"People in the Hispanic community always thought I was Hispanic," he says. "Because I'm Mediterranean, Greek, it wasn't a long shot to do that."

Jerome Robbins encouraged the two "gangs" to stay separate. "There was actually this competitive, in the best sense of the word, thing between the Jets and the Sharks, with one-upmanship, one gang against the other gang," Chakiris relates. "It was a great device to under-

line and keep the danger always present."

In an industry where casts usually go separate ways after production, Chakiris says this film created a special bond. "We all stay in touch," he says. "We all shared this incredible experience together."

As for the film itself, Chakiris says,



## GREAT GAMES AT GREAT PRICES



Available now.  
Also available on PS3™



Available November 15.  
Also available on PS3™



Wii selection available now.

© 2011 Electronic Arts Inc. EA, the EA logo, Need for Speed, the "N" icon and the Need for Speed logo are trademarks of Electronic Arts Inc. Battlefield 3 and the DICE logo are trademarks of EA Digital Illusions CE AB, HASBRO and its logo. FAMILY GAME NIGHT, BOP IT, BOPTAGON, CONNECT 4, CONNECT 4 X 4, CLUE, MOUSE TRAP, OPERATION, PICTUREKA, SCRABBLE (in the U.S. and Canada), SORRY! SLIDERS, THE GAME OF LIFE, TWISTER, TRIVIAL PURSUIT, BET YOU KNOW IT, YAHTZEE, HANDS DOWN and MR. POTATO HEAD are trademarks of Hasbro and are used with permission. © 2011 Hasbro. The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment and are used with permission. © 1935, 2011 Hasbro. All Rights Reserved. JENGA is a trademark of Pokonobe Associates and is manufactured under license with Hasbro. All other trademarks are the property of their respective owners.

\*SELECTION MAY VARY BY WAREHOUSE

WAREHOUSE/COSTCO.COM

**Buck Brannaman endured childhood abuse and overcame shyness to forge a career as a "horse whisperer."**

as pets. "They're pets to me, but at the same rate they're my partners too," he explains. "We work together. Just because I'm the leader, it doesn't make me any better than them. It just means I have my job and they have theirs."

Nor does he see them in the same light as people. "Horses don't think the same as humans," he clarifies. "Something that's most unique about the horse, that I love, is not what he possesses but what he doesn't possess. And that is greed, spite, hate, jealousy, envy, prejudice. The horse doesn't possess any of those things. If you think about people, the least desirable people to be around usually possess some or all of those things. And the way God made the horse, he left that out."

"By the time you've had a relationship with a horse for a while," he says, "there are characteristics in the way the horse behaves with you and around you and responds to you that are directly [related] to some of your traits as a human being, whether it's insecurity or aggression or fear or hate."

"There are so many things that don't mesh well with the horse, and some of the more negative traits, that's the reason people get in trouble with the horse. Yet at the same rate, there are some real good traits in human beings ... they may not know that much about horses, but the horse will have an affinity for 'em and have a great feel for that person with some of the more positive traits."

The message of the film goes beyond his work and his life. "Whether one was going to have a horse, or a dog, or a child, with that comes a great responsibility to raise them," advises Brannaman, who is married, with one daughter and two stepdaughters. "To teach them right from wrong. And to do your job when it's early enough that you can actually have a positive influence on how the rest of their lives go." [E]



## The Costco Connection

*Buck* is being trotted out to all warehouses.

NOVEMBER 2011 *The Costco Connection* 55

# Buck in the saddle

## A modern-day philosopher shares his wisdom

By Steve Fisher

DON'T DISMISS Dan M. "Buck" Brannaman as a cowboy. He may travel the country nine months a year, conducting clinics to help horse owners with training issues, but Brannaman is a modern-day philosopher as well. "Your horse is a mirror to your soul, and sometimes you'll like what you see, sometimes you won't," he has said.

Brannaman's celebrity spread with Nicholas Evans' novel *The Horse Whisperer*, with Evans revealing Buck was the main inspiration for the title character, Tom Booker. Brannaman consulted with Robert Redford on Redford's portrayal of Booker in the film version of *The Horse Whisperer* and worked as an adviser on the film. A documentary, *Buck*, about Brannaman's life and work, made its debut at the 2011 Sundance Film Festival, where it won the U.S. Documentary Competition Audience Award.

Brannaman's story is a living testament to the strength of his character. As depicted in the documentary, Buck, as a child, endured considerable physical and emotional abuse by his father. At the ages of 5 and 7, respectively,

Buck and his older brother, Smokie (Bill), were forced to learn and perform rope tricks or be beaten. His mother tried her best to protect him until her death when Buck was 11. When his scars were discovered by his school coach, Buck and Smokie were sent to live with foster parents. His father, incensed at having the boys taken away, threatened to kill them when they turned 18.

Success in life was largely dismissed by those around him.

**"Whether one was going to have a horse, or a dog, or a child, with that comes a great responsibility to raise them."**

— "Buck" Brannaman

how I was going to turn out, because they were already making excuses for me and I hadn't even had a chance to live my life yet.

"Horses basically saved my life," he tells *The Connection*. "When I went to live with my foster parents, the horses were such a refuge for me that that's where a real affinity and affection for horses really started for me. I'd pretty much given up on human beings."

Brannaman doesn't look at horses simply

COURTESY OF MPI MEDIA GROUP/IFC FILMS



**NYKO**  
**ZOOM**  
Clip-on Range Reduction  
Lens for Kinect™



Play Kinect™ up to 40% closer  
**FOR KINECT.**

WAREHOUSE/COSTCO.COM | AVAILABLE NOW

**AVAILABLE NOW!**



Wii XBOX 360

**EVERYONE 10+**  
E  
Cartoon Violence  
Crude Humor  
ESRB CONTENT RATING www.esrb.org

© Disney, © Disney/Pixar. Wii is a trademark of Nintendo. ©2006 Nintendo. KINECT, Xbox, Xbox 360, Xbox LIVE and the Xbox logo are trademarks of the Microsoft group of companies and are used under license from Microsoft.

WAREHOUSE/COSTCO.COM

**MARIO & SONIC  
LONDON 2012  
OLYMPIC GAMES**

Let the games begin!

Wii



Join Mario and Sonic at the London Games for endless fun.

Available 11.15.11.

WAREHOUSE/COSTCO.COM

**ONLY AT COSTCO**  
**7-MOVIE COLLECTIONS**  
**BRING THEM HOME TODAY!**




Watch your favorite actors in a variety of outstanding performances with these 7-movie collections. Get all of your favorite sets today!

© 2011 Twentieth Century Fox Home Entertainment LLC, © 2011 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. Distributed by Twentieth Century Fox Home Entertainment LLC. TWENTIETH CENTURY FOX, FOX and associated logos are trademarks of Twentieth Century Fox Film Corporation and its related entities.

WAREHOUSE ONLY | AVAILABLE NOW

A new language.  
**A gift for life.**



This holiday season ...  
Give them everything they need to learn a new language. **FAST.**

Available only at Costco

**FOUR LEVELS FOR THE PRICE OF THREE.**  
That's real savings in any language.

**RosettaStone®**

©2011 Rosetta Stone Ltd. All rights reserved.

WAREHOUSE/COSTCO.COM

# Still nutty about *Peanuts*

PEANUTS (C) 2011 PEANUTS WORLDWIDE LLC.



## Jean Schulz recalls her husband's timeless works

By Stephanie E. Ponder

WHEN I WAS growing up, the time between the beginning of October and the end of the year had three distinct markers: the airing of the Charlie Brown Halloween, Thanksgiving and Christmas specials.

It's hard to believe that 2011 marks the 46th year of airing *A Charlie Brown Christmas*. It was the first of the Peanuts holiday specials and was soon followed by *It's the Great Pumpkin, Charlie Brown* in 1966 and *A Charlie Brown Thanksgiving* in 1973.

Back then, the Ponder kids couldn't just pull out a DVD every time we had a hankering to see Linus waiting patiently in his "most sincere pumpkin patch" or the Peanuts gang decorating what looks to be the world's most pitiful Christmas tree.

Jean Schulz, widow of *Peanuts* creator Charles Schulz, says the specials built up a following because they were on only once a year, in an era that predated the constant access of home videos or DVDs. "There were people who looked forward to [them]," she notes. However, she adds, today's children have a

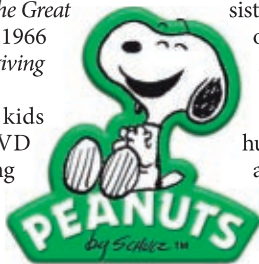
"rapport with the characters because someone is sharing the *Peanuts* with them."

### The man

Jean Schulz was married to the cartoonist for 26 years. (She, along with most people who knew him, called Charles "Sparky.") She was the inspiration for Charlie Brown's younger sister, Sally, who referred to Linus, the object of her affection, as "my sweet Baboo." It was a term of endearment she often used for her husband.

Providing insight into some of her husband's work, Schulz shares that, "like any other artist, he didn't like the drawings he did yesterday. He had the attitude that it was in the past. He was more interested in solving problems and breaking new ground."

This distaste for past work resulted in a team updating the drawings for all of the animated specials released throughout the '70s and '80s. Schulz explains that because her husband's style changed in drawing the comic strip, he also wanted all of the subsequent TV specials to reflect the updated look of the characters. However, the latest *Peanuts* ani-



### The Costco Connection

The *Peanuts* Deluxe Holiday Collection is available in most Costco warehouses. The set includes remastered versions of *It's the Great Pumpkin, Charlie Brown*; *A Charlie Brown Thanksgiving*; and *A Charlie Brown Christmas*, along with a bonus six-song CD of music from the soundtrack for *A Charlie Brown Christmas*.

mated film, *Happiness Is a Warm Blanket*, is drawn in more of the '60s style many fans know and love.

"Sometimes keeping up is going backwards," Jean Schulz laughs.

### The magic

When it comes to interpreting the late Charles Schulz's work, his widow has a few thoughts on the popularity of the *Peanuts* characters. "Sparky hit the personality types so clearly and so generally," she explains. "Fussbudget" covers a lot of territory. He hit [those personality traits] so beautifully.

"What Sparky did in the comic strip over 50 years was to plumb everything he felt, came up against, and found a way to present it back to people with a funny twist."

She adds, "He used to say he had a repertory company. No matter what he came up with, he had a character who could play the role."

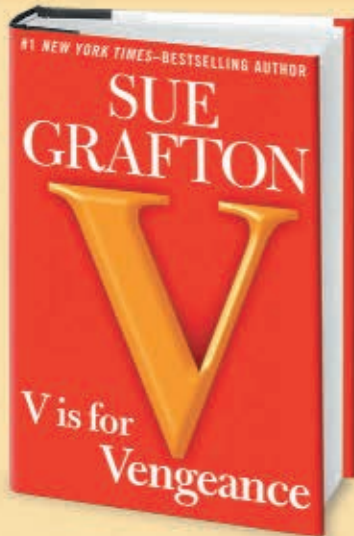
The group of children in *Peanuts* offered a surprising amount of versatility, covering disappointment, crushes and even, some would argue, philosophy.

After Charles Schulz passed away in 2000, Jean set about creating a museum dedicated to preserving, displaying and interpreting her husband's art. Based in Santa Rosa, California, the museum ([www.schulzmuseum.org](http://www.schulzmuseum.org)), a Costco member, opened in 2002.

Even though one of the museum's goals is to interpret the cartoonist's work, Schulz says Charles was pretty clear about reading too much into *Peanuts*.

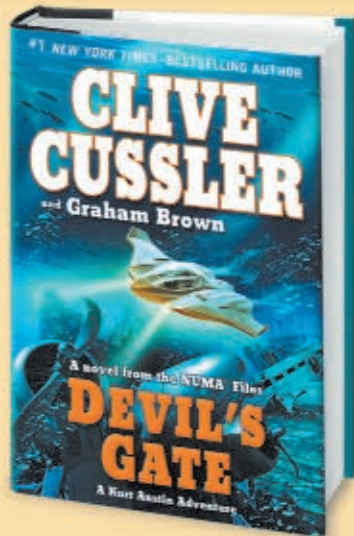
"He had an expression: 'For crying out loud, it's a comic strip,'" Schulz says. "He would say, 'I'm just trying to draw something that's funny every day and get it in the paper.'" [E]



FROM THE #1 *NEW YORK TIMES*-BESTSELLING AUTHORS

"Grafton has never been better."  
—ASSOCIATED PRESS

ON SALE NOVEMBER 14

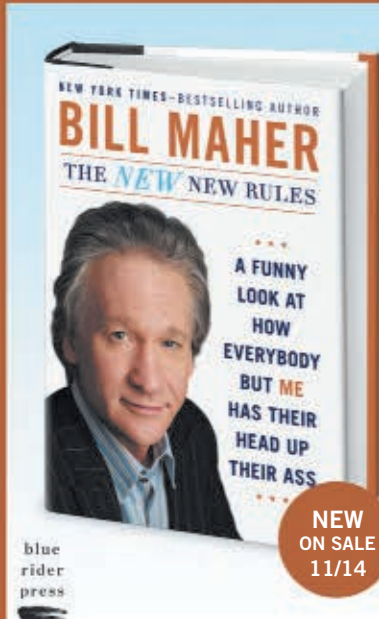


"Just about the best  
storyteller in the business."  
—NEW YORK POST

ON SALE NOVEMBER 14

"Bill Maher courts  
controversy you say?  
He calls it  
*telling the truth.*"

—ENTERTAINMENT WEEKLY



NEW  
ON SALE  
11/14

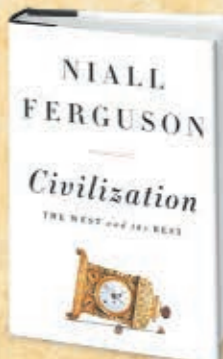
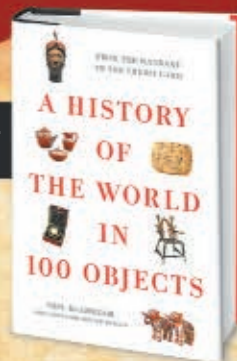
blue  
rider  
press

## NEW NONFICTION

NEIL  
MACGREGOR

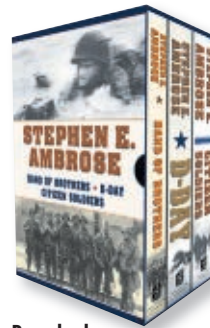
A kaleidoscopic  
history of humanity,  
told through things  
we have made.

ON SALE 10/27

NIALL  
FERGUSON

The definitive  
history of the  
West's rise to  
global dominance.

ON SALE 11/1

The  
Penguin  
Press

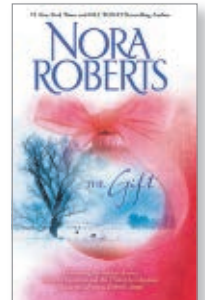
Paperback  
Box set available  
mid-November

The ultimate  
gift for every  
history buff

Stephen Ambrose  
was one of the  
world's most revered  
historians, as well  
as a masterful  
storyteller who made  
history come alive on  
every page. The *Stephen  
Ambrose Box Set* (Simon  
& Schuster) contains three of his greatest  
WWII best-sellers.

Get ready to  
fall in love

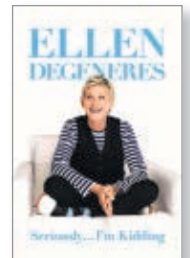
Three best-sellers,  
six people about to  
fall in love—all in  
one book from the  
queen of romance!  
Nora Roberts presents  
three timeless holiday  
classics in *The Gift*  
(Silhouette): *Home for  
Christmas*, *All I Want  
for Christmas* and  
*Gabriel's Angel*. Give yourself the gift of love  
with this sizzling collection!



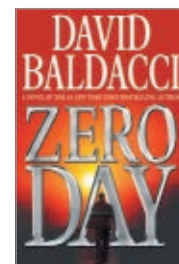
Paperback  
available now

Pick your passion...

**LAUGHTER**  
Comedienne Ellen  
DeGeneres delivers  
more humor, wit and  
insight in her latest  
memoir, *Seriously... I'm  
Kidding* (Grand Central  
Publishing).



Hardcover  
available now



Hardcover  
available now

**THRILLS**  
David Baldacci  
unleashes a powerful  
thriller about a combat  
veteran thrown into a  
deadly and mysterious  
town where nothing  
and no one is as  
they seem in *Zero  
Day* (Grand Central  
Publishing).

**ROMANCE**  
Gaby Summerhill was  
widowed three years  
ago, but now she's ready  
to love again in James  
Patterson and Richard  
DiLallo's captivating  
*The Christmas Wedding*  
(Little, Brown).



Hardcover  
available now  
**WAREHOUSE ONLY**



G. P. Putnam's Sons • Blue Rider Press • Penguin Press • Viking  
MEMBERS OF PENGUIN GROUP (USA) INC. • WWW.PENGUIN.COM



# Movies for a glorious season!

NOW IS THE WINTER of our disc content. The current selection of DVDs available at Costco provides romance, laughs and entertainment galore, just in time for holiday fun.

**Michael Jackson: The Life of an Icon.** This feature-length tribute to the late, great pop icon, with never-before-seen family video footage and photos, takes a unique look into the King of Pop's fascinating life through all-new interviews with his mother, Katherine Jackson, as well as family, friends and music legends such as Smokey Robinson, Dionne Warwick, Whitney Houston and many more. **NR.**

**Beginners.** Based on occurrences in writer-director Mike Mills' life, this comedy-drama follows 38-year-old Oliver (Ewan McGregor)

after life-altering events, including the death of his mother, his father's subsequent romance with a much younger man after "coming out" at the age of 75 and his father's death. A new romance in Oliver's own life helps him sort out the memories. Also starring Christopher Plummer and Mélanie Laurent. **R.**

**Crazy, Stupid, Love.** Steve Carell is Cal Weaver, a happily married family man who gets the shock of his life when his wife (Julianne Moore) asks for a divorce. Having long ago left the single life behind, Cal turns to swinging bachelor Jacob (Ryan Gosling) to learn how to negotiate his new world. **PG-13.**

**Super 8.** J.J. Abrams' paean to his youth joyously follows a band of young filmmakers as they try

loose, and use the surrounding events as backdrops for their film. A delightful coming-of-age story and a nostalgic trip back in cinematic time. **PG-13.**

**Water for Elephants.** Based on the best-seller. Veterinary student Jacob (Robert Pattinson) meets Marlena (Reese Witherspoon), a star performer in an old-time circus, trapped in a bad marriage to the wrathful boss, August (Christoph Waltz). Marlena and Jacob bond through their compassion for a special elephant, but will they find happiness? **PG.**

Check out the Holiday Gift Guide in this month's issue for special DVD gift sets, and turn to page 53 to read the article on the new Blu-ray release of *West Side Story*.—Steve Fisher

PARAMOUNT HOME ENTERTAINMENT

## GAME ON!



**CALL OF DUTY: MODERN WARFARE 3**  
XBOX 360 & PS3  
The best-selling first-person action series of all time returns with the epic sequel to the multiple Game of the Year award winner *Call of Duty: Modern Warfare 2* for Xbox 360 and PS3.  
T1/E1/11 Street Date



**JUST DANCE 3**  
XBOX 360/KINECT & Wii  
With a variety of all-new game-play modes, tracks that allow up to 4 dancers to uniquely shine and innovative cardio training options, *Just Dance 3* was made to bring the party and keep America dancing!



**UNCHARTED 3: DRAKE'S DECEPTION** | PS3  
A new breed of action adventure multiplayer brings the exciting cinematic elements of the single-player campaign into the multiplayer.  
11/4/11 Street Date



**BATMAN: ARKHAM CITY** | XBOX 360 & PS3  
*Batman: Arkham City* is third-person action-adventure game that delivers an authentic Dark Knight experience rooted in an original and engrossing story as well as a combination of melee combat, stealth, investigative and speed-based challenge gameplay.



**MINUTE TO WIN IT**  
XBOX 360/KINECT  
Tackle unique challenges as you compete to win \$1 million in NBC's hit game show, "Minute to Win It". With encouragement from all-American chef and host Guy Fieri, you will compete in a series of simple yet intimidating games that can lead you to a \$1 million prize!



WAREHOUSE/COSTCO.COM | AVAILABLE NOW





# Entertainment PCs

HP recommends Windows® 7.



HP dv6 with 15.6" diagonal display



HP dv7 with 17.3" diagonal display

## BRING MOVIES, GAMES, AND MUSIC BRILLIANTLY TO LIFE.

Give your media a lift with the HP dv6 and dv7 PCs. An incredible experience is enhanced by an HD display and Beats Audio™, taking your favorite movies and music to the next level.



### HP PREMIER EXPERIENCE

HP with genuine Microsoft® Windows gives you a simplified Start Menu and quicker boot-up, shut-down, and wake-up times.\*



Only HP computers have Beats Audio, which lets you hear your music the way the artists intended.



### WiDi

Send high-definition video from your laptop to your HD TV and enjoy your favorite streaming videos on the big screen.

**(Feature available only on HP models with Intel® Core™ i5 and i7 processors.)**

Requires separate purchase of an adapter and an HD TV with HDMI or composite A/V input.



### 2-YEAR WARRANTY

Enjoy a two-year limited hardware warranty and toll-free support with the purchase of these products.



### HP TOTAL CARE

Get online assistance with chat capabilities for the life of the product at [www.hp.com/support](http://www.hp.com/support).



### HP INNOVATION

These notebooks feature great HP features like integrated fingerprint readers for security, CoolSense Technology to keep your PC's temperature stable, and a beautiful brushed aluminum finish.

\* This system may require upgraded and/or separately purchased hardware and/or a DVD drive to install the Windows 7 software and take full advantage of Windows 7 functionality. See [www.microsoft.com/windows/windows-7/](http://www.microsoft.com/windows/windows-7/) for details.

© Copyright 2011 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein. Microsoft and Windows are trademarks of the Microsoft group of companies. Intel® and the Intel logo are trademarks of Intel Corporation in the United States and other countries. Printed in the United States.

**WAREHOUSE/COSTCO.COM  
AVAILABLE EARLY NOVEMBER**



Modern Warfare 3

# Duty calls, again

By Steven L. Kent

A FEW YEARS AGO, Russian “ultranationalists” invaded the United States—in the video game *Modern Warfare 2*. Now those ultranationalist Russians are expanding their efforts to Europe.

Welcome to *Modern Warfare 3*, the latest installment in Activision's *Call of Duty*, a long-running series of chart-topping video games. *Call of Duty* first saw action in 2003 as a World War II simulation, but has more recently caught up with the times.

Robert Bowling, creative strategist at Infinity Ward, the studio that developed *Modern Warfare 3*, was kind enough to take time from his busy schedule of programming and global domination for a conversation with *The Connection*.

**The Costco Connection:** What new features will we find in *Modern Warfare 3*?

**Robert Bowling:** There are a ton of new features in every mode of *Modern Warfare 3*. The biggest, and by far my personal favorite, is the all-new Spec Ops Co-op Survival mode, which lets players work together as they battle infinite waves of AI [artificial intelligence] enemies.

Spec Ops Co-op includes the most popular features from the multi-player modes, such as ranking up, unlocking new weapons and air support. It lets you customize your load on the fly from armories inside the levels. In Spec Ops Co-op, each wave of enemies introduces increasingly more difficult tactics, forcing players to change their play style to adapt.

## The Costco Connection

*Modern Warfare 3* (available in mid-November) and a variety of other popular video games (see page 63) will be in the warehouses and at Costco.com this holiday season, along with top video game consoles. Game selections may vary by location, and arrival dates are subject to change.

**CC:** Where do you get your inspiration?

**RB:** When we have concepts like breaching a sub in New York Harbor, we talk with our military advisers about how they'd approach that particular mission, then we take that real-world advice and craft the cinematic moment you see in game.

**CC:** Gaming has become mainstream entertainment. Who do you see as the primary audience for *Modern Warfare 3*?

**RB:** While, at its core, *Modern Warfare 3* is a shooter, we focus on taking players through a cinematic action-movie experience. The game has you boots-on-the-ground in the streets of New York at one moment, flying on the side of a helicopter past skyscrapers the next, and then avoiding underwater mines while piloting subs after that.

**CC:** Where do you see the series going?

**RB:** Right now we are 100 percent focused on *Modern Warfare 3*. Once players have the game in hand, we're going to be playing online with them, listening and updating it even more as we continue to support it. [E]

Steven L. Kent ([www.sadsamspalace.com](http://www.sadsamspalace.com)) is a novelist and video gamer. His latest novel, *The Clone Redemption*, came out in October.



## Microsoft's Kinect: Action!

By Tim Talevich

COUCH POTATOES, be warned: Kinect for Xbox 360 from Microsoft may not be the game console for you.

Kinect, unveiled a year ago, is all about full-body movement. Using motion-sensing technology, Kinect turns you into the controller for everything from smashing a tennis ball to setting up an HD movie to watch with the family. There are no controllers or cables—a wave of the hand starts everything off.

The system has grown up in its first year, with more game makers coming on

board with new releases in time for the holiday season. I got a chance to preview a few of them recently in a special studio on Microsoft's campus in Redmond, Washington.

I started out with *Kinect Disneyland Adventures*, published by Microsoft Studios. You enter the Magic Kingdom's iconic front gates and start strolling through the park, where all the famous Disney characters are there to greet you. Go ahead and hug Snow White—after all,

CONTINUED ON PAGE 63



# Great games, great gifts, great price

Video game selection  
varies by location



WAREHOUSE/COSTCO.COM | AVAILABLE EARLY NOVEMBER

INCLUDES  
**100 PREMIUM**  
SOUNDTRACK TITLES  
Plus 4 pairs of  
3D GLASSES

NEW!  
Roxio Creator 2012



*Enhance, preserve and  
share your digital media*

- NEW!** Add stunning visual effects to your videos with 8 new styles
- NEW!** Powerful portrait-improvement tools
- NEW!** Convert your videos for iPad™, iPhone® and Android™ devices

© 2011 Rovi Corporation or its subsidiaries. All Rights Reserved.

WAREHOUSE/COSTCO.COM | AVAILABLE NOW



## Xbox 360® 250 GB Console with Kinect™ Bundle

Includes Kinect™ Adventures Full Game,  
Carnival Games® Download Code\*,  
3-Month Xbox LIVE® Gold Membership

Available Now

Microsoft



## Xbox LIVE

- Play Kinect games and controller games online with friends
- Watch HD movies, TV shows and sports, and with Kinect, your voice is the remote control

## Fun for the whole family!

- Dance Central™ 2 (Available 11/1)
- Kinect™ Sports: Season Two (Available 11/1)

- Sesame Street: Once Upon a Monster™ (Available Now)
- Kinect™: Disneyland Adventures (Available 11/15)



\* 1.7 GB and download required. Internet fees may apply. Download code valid for one-time use only. For use only with Xbox 360 systems for download from Xbox LIVE. ©2011 Microsoft. All rights reserved.

SELECTION MAY VARY BY WAREHOUSE

WAREHOUSE/COSTCO.COM



Batman: Arkham City



Skylanders: Spyro's Adventure

# Hot games for the holidays

By Steven L. Kent

MARIO, ZELDA AND Spyro the Dragon? It sounds like Christmas has returned to the electronics area of your local Costco. Here are some games worth looking for. (Games are available now unless otherwise noted.)

## FOR THE KIDS (6 and older)

**Mario Kart 7.** Mario, Luigi, Donkey Kong and the rest of the Nintendo driving crew return for another round of combat cart racing. The competition now includes cars that drive underwater and soar using wings. Thanks to 3DS Wi-Fi, Mario can finally race online! (Arriving early December; 3DS only)

**Super Mario 3D Land.** Nintendo's super-

human plumber is back, and he's exploring a truly three-dimensional world. Thanks to the power of Nintendo's 3DS system, Mario's enemies seem to pop out of the screen right at you. (Arriving mid-November; 3DS only)

## FOR PRETEENS (10 and older)

**Skylanders: Spyro's Adventure.** Skylanders combines the best of gaming and action-figure collectables. Place your Skylander action figure on the "Portal of Power" and watch it appear in your game! Each character has a unique set of abilities to help you complete various missions. And they're interchangeable among video game systems.



Uncharted 3: Drake's Deception

**Just Dance 3.** This interactive dance package features loads of songs, changing environments, dance duets, workouts and the ever-popular Simon Says feature. (Wii only)

**LEGO Harry Potter Years 5-7.** Players can relive the rise of Voldemort and Harry's final years of school in an epic game that is an amazing package for Potter fans and LEGO fans alike. (Arriving early November)

**Need for Speed: The Run.** Jack, the hero-on-the-run, not only drives fast, he sometimes needs running speed to ditch his enemies. But Jack's no dull boy; he still races new cars when the coast is clear. (Arriving mid-November)

## FOR TEENS (13 and older)

**The Legend of Zelda: Skyward Sword.** Link, Nintendo's elf-like hero, sets off on yet another battle-packed, puzzle-filled quest to save Princess Zelda. Nintendo always pulls out all the stops on its *Legend of Zelda* games. (Arriving late November; Wii only)

**Uncharted 3: Drake's Deception.** Indiana Jones-like antiquities hunter Nathan Drake races against evil men with occult designs to find a powerful hidden treasure. (Arriving early November; PS3 only)

**Batman: Arkham City.** The creeps and crazies have escaped Arkham Asylum and moved into town. Players control Batman as he attempts to bring order to organized crime.

## FOR MATURE PLAYERS (17 and older)

**Gears of War 3.** It's do-or-die time in the battle to save humanity, because this is the final installment in the *Gears of War* trilogy.

**Battlefield 3.** This game takes players onto the modern battlefield, which they can attack from land, air or sea. [E]

CONTINUED FROM PAGE 61

this is the virtual world's happiest place.

From there, you can enter the various worlds for a variety of game-play adventures. Fly like Peter Pan and sword-fight with Captain Hook, or race down a river in the *Pirates of the Caribbean*, swaying and jumping to steer your boat. You can even get your virtual picture taken with your favorite Disney character.

I also tried out two of the new sports in *Kinect Sports: Season Two*: tennis and darts. Getting started is a snap—since you are the controller, you're ready to play right away. You can compete against the machine or another person, or even a friend somewhere else via Xbox LIVE.

Last, it was time to bust some moves with *Dance Central 2*. From the creators of *Rock Band*, the original *Dance Central* was introduced for Kinect last year. Just choose

your song and you're ready to boogie by following the dancer on the screen. The game tracks your body and politely points out when you're off a beat or two, and even breaks down the moves in slow motion to help you catch on. It comes with more than 40 songs (and you can import songs from the first *Dance Central*).

Seeing Kinect in action shows how much the game console has evolved from the original gray box that just played games (and created a generation of couch potatoes). Microsoft has made sure to integrate Kinect's features into Xbox 360, so that you can control movies, music and sports (through Xbox LIVE) through voice commands or a wave of your hand. You can also take advantage of the Kinect sensor to hold video conferences with others. [E]



# A breath of fresh air

## Natural Cold, Sinus & Allergy Relief

# NeilMed®

## SINUS RINSE™

*by Dr. Mehta™*

Make **NeilMed® SINUS RINSE™**  
an essential part of your daily hygiene.  
Natural relief from allergies and sinus  
symptoms has never been easier.



© NeilMed® 2011. Covered By U.S. Patent Nos. 6,520,384 / 6,669,059  
New Zealand Patent No. 534051 Canada Patent No. 2,443,970  
Australia Patent No. 09/845/759 Mexico Patent No. PA/a/2003/009867  
Other Patents Issued or Pending Internationally NM276-4 20110926RN

WAREHOUSE/COSTCO.COM | AVAILABLE NOW

# Flush-free niacin may not be what you think



Among the forms of niacin supplements (including flush-free niacin\*), only nicotinic acid, the key ingredient in SLO-NIACIN®, is clinically proven to support good cholesterol (HDL).<sup>†1</sup>

- **SLO-NIACIN® is clinically proven to support good cholesterol (HDL)<sup>†1</sup>**
- **Helps maintain good cholesterol within the normal range<sup>†1</sup>**
- **#1 preferred niacin supplement with nicotinic acid<sup>2</sup>—a doctor-recommended form of niacin<sup>1</sup>**
- **Designed to minimize flushing with a unique polygel® formula<sup>3</sup>**

\*Inositol hexaniacinate, inositol hexanicotinate or nicotinamide.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

For important product information, visit [www.costco.com](http://www.costco.com) and search SLO-NIACIN®.

Please consult your healthcare professional before taking any dietary supplement.



**SLO-NIACIN®**  
*polygel® controlled-release niacin*  
**DIETARY SUPPLEMENT**

**References:** 1. Data on file. Upsher-Smith Laboratories, Inc.; 2011. 2. Nielsen Strategic Planner. FDMxWM. 52 weeks ending 7/9/2011. 3. SLO-NIACIN [product information]. Minneapolis, MN: Upsher-Smith Laboratories, Inc.; 2011.



# OCEAN COMPLETE<sup>®</sup> Sinus Irrigation

## Two sinus remedies in one!

OCEAN Complete<sup>®</sup> cleanses and irrigates sinuses and/or moisturizes nasal passages. Because it includes two different tips it can be used two different ways.

### Irrigating Stream

### Moisturizing Mist

- Non-medicated
- For dry, irritated nasal passages associated with allergies, cold/flu, sinusitis and rhinitis
- Convenient and easy to use
- No mixing or cleanup required

The OCEAN Complete<sup>®</sup> Total Nasal Care System now includes OCEAN Nasal Gel, too!



WAREHOUSE ONLY | AVAILABLE NOW

A288 Rev.0811

# ARE YOUR JOINTS GETTING ENOUGH SUPPORT?

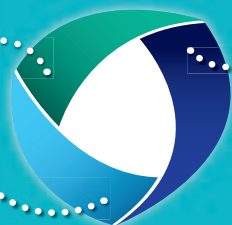
## ORIGINAL FORMULA TRIPLEFLEX

provides three key ingredients to help support joint health<sup>†</sup>

GLUCOSAMINE  
1500 mg\*

CHONDROITIN  
800 mg\*

MSM  
750 mg\*



SAFELY MADE. PURELY MADE.<sup>™</sup>

<sup>†</sup>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

\*Two per day

WAREHOUSE/COSTCO.COM | AVAILABLE NOW



## MANAGING YOUR HEALTH

# Diagnosing dementia

By Clara Freeman

ACCORDING TO THE Centers for Disease Control and Prevention (CDC; [www.cdc.gov](http://www.cdc.gov)),



Alzheimer's disease is perhaps the most common form of dementia, although several other forms exist.

Dementia is not a specific disease. Rather it describes a collection of symptoms caused by a number of disorders that affect the brain. Doctors diagnose dementia when two or more brain functions, such as memory and language skills, are significantly impaired without a loss of consciousness that might otherwise occur as a result of traumatic brain injury. Alzheimer's is the most progressive stage of dementia and affects upwards of 5.3 million Americans.

Because we are a society whose inhabitants are clearly enjoying longer life spans, some experts have characterized dementia as an old person's disease. Although treatable, dementia is far from curable. Doctors can prescribe medications to improve or slow the progression of patients' symptoms, while researchers continue to focus on all forms of the illness, including Alzheimer's.

Risk factors to consider when evaluating those suspected of having dementia include:

- Age—adults 60 and older could develop signs of dementia.
- Family history (aunts, uncles, cousins)
- Heredity (parents and grandparents)

Being proactive and providing this and other information will help your family physician or medical staff determine links to the disease's origin.

Early signs of dementia where the disease might be considered suspect are:

- Forgetfulness—not just occasionally misplacing glasses or car keys, but a constant forgetfulness that is noticed by friends and family
- Putting things in the wrong places, such as putting the iron in the refrigerator, or the milk in the cupboard
- Being unable to follow simple directions, such as going somewhere one has always gone and getting lost
- Loss of interest in favorite hobbies
- Personality changes

These are just a few early signs that something might be amiss in someone experiencing the signs of early dementia.

It's always best to get a physician's recommendation before attempting to diagnose any illness. Dementia, according to the CDC, can be caused by a variety of things, including a reaction to certain medications, infections and nutritional deficiencies, which may be reversed with proper treatment.

Researchers are focusing on these forms of dementia in an effort to improve people's lives and ultimately prevent or cure these disorders.

For more insights, visit the National Institute of Neurological Disorders and Stroke website on dementia at [www.ninds.nih.gov](http://www.ninds.nih.gov). [E]

Clara Freeman is a nurse, a former nurse advice columnist and a features writer for *The Chicago Independent Bulletin Newspaper* ([www.chicagoindependentbulletin.net](http://www.chicagoindependentbulletin.net)).



PURE ALASKA OMEGA™

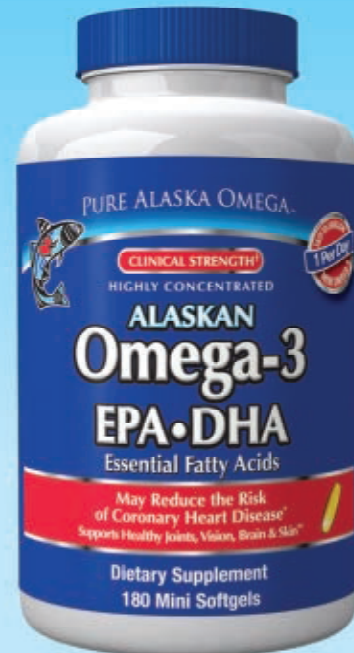
CLINICAL STRENGTH†

HIGHLY CONCENTRATED

ALASKAN  
**Omega-3**  
**EPA•DHA**  
Essential Fatty Acids

THE BEST-OF-EVERYTHING  
FISH OIL

- ✓ Highly Concentrated EPA / DHA
- ✓ Mini Sized Soft Gel
- ✓ Just One-Per-Day
- ✓ 100% Certified Sustainable
- ✓ Made in the USA



†Clinical Strength is any concentrated fish oil in a form which contains not less than 80% EPA+DHA or a total of omega-3 fatty acids of 85%. \*Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease. \*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE ONLY | AVAILABLE NOW



# HELP MINIMIZE BLOOD SUGAR SPIKES\* MAXIMIZE TASTE



#1 Doctor-recommended  
brand for people  
with diabetes†



2011 ChefsBest® Award  
- BEST TASTE -

## Complete and Balanced Nutrition Shakes

- ✓ Specially designed for people with diabetes
- ✓ CARBSTEADY® helps minimize blood sugar spikes
- ✓ Excellent source of 25 vitamins and minerals

# Keep out of the mouths of babes

SMALL "BUTTON" BATTERIES, found in countless home and personal electronic devices, represent a huge danger to children. Since 1985, more than 3,500 injuries and at least 17 deaths have been attributed to children swallowing button batteries, according to Energizer, a battery-industry leader and a partner with Safe Kids USA in a child-safety advocacy group devoted to raising awareness of this threat.

Many homes have older devices not equipped with the more current safety approaches being used by manufacturers. Calculators, remote control devices, cameras, penlights, hearing aids, cellphones and watches are just a few of the devices that use button batteries, which can also be found in musical greeting cards.

Choking is not the danger. The big risk is the power emitted by these tiny but powerful lithium batteries. When combined with saliva or other body fluids, the result can be a serious burn. The battery doesn't have to be leaking for that to happen, and even a weak or dead battery will have enough of charge left to do damage.

Immediate action is required if you suspect

a child has swallowed a button battery. It takes as little as two hours for a hole to be burned in or through a child's esophagus, trachea, stomach or nasal septum, leading to serious illness or even death.



MEDIA BAKERY

If you think your child has swallowed a button battery or has placed one in his or her nose, seek medical attention immediately. Button batteries are visible on an X-ray. If one is detected in the esophagus, trachea, ear or nose, it must be removed as soon as possible to prevent serious injury.

## Tips for a battery-safe home

- Keep spare or dead batteries as inaccessible to children as medications or products containing poison.
- Never let children play with batteries.
- If you have devices that use button batteries, make sure to secure the battery compartment from your child's prying fingers. Extra layers of tape over the battery compartment door may prove effective.

For more information, visit [www.poison.org](http://www.poison.org).—David Wight

## Health CALENDAR November National Marrow Awareness Month

BONE MARROW TRANSPLANT is a life-saving treatment for people with leukemia, lymphoma and other life-threatening diseases. Bone marrow is spongy tissue in the center of many bones, and is a source for stem cells—young, unspecialized cells that produce all blood cells.

Patients with certain illnesses are treated with chemotherapy and/or radiation that destroys their own stem cells. A marrow transplant delivers stem cells that make their way to the recipient's bone marrow, where they produce blood cells that rebuild a healthy blood and immune system.

Stem cells for use in transplants can also be obtained from two other sources: peripheral blood stem cells (PBSCs) and umbilical cord blood.

**PBSCs** circulate in the bloodstream. Normally few stem cells are found in the blood, but giving hormone-like substances called growth factors to stem cell donors a few days before the harvest causes stem cells to grow faster.

**Umbilical cord blood** is the blood left in the usually discarded umbilical cord and placenta after a baby is born. Parents can choose to store their newborn baby's cord blood at a private cord blood bank in case their baby or a family member ever needs it, or can donate the cord blood to a public cord blood bank so that any genetically matched individual needing treatment has access to it.

Initially all stem cell transplants done were bone marrow transplants, but PBSC transplants are now far more common. Often, doctors are able to harvest more stem cells from peripheral blood than from bone marrow, and it's also easier for the donor to give peripheral blood stem cells than bone marrow.

For a successful transplant, a patient needs a matching donor. Special testing determines whether a patient and a bone marrow donor or umbilical cord blood are a good match.

About 70 percent of patients do not find a donor in their family and instead depend on the national Be The Match® Registry®, run through the nonprofit National Marrow Donor Program® to find an unrelated donor. Finding an unrelated donor can take months.

To learn more about marrow donation or to join the Be The Match Registry, visit [www.marrow.org](http://www.marrow.org).—DW

my  
**alli**  
story

Real Costco® Members.  
Real Success Stories.



▶ **Tricia Dewey**  
Suisun City, CA  
Member since 1990

With alli®, I lost  
**33 pounds\*** and  
gained motivation.

The more results I saw, the more committed I became to exercising. I even worked out on vacation. Now I park as far from the door as possible. And instead of letting stuff pile up at the bottom of my stairs, so I only have to go up once, I take each item up separately. **I know they're little things, but they add up—to 33 pounds lost!** And that's a big thing.



## Boost your weight loss one step at a time.

For every 2 pounds you lose, alli can help you lose 1 more.\*\* Plus, alli offers you comprehensive support online with personalized tips and tools to help you maintain a healthier weight.

Learn more and personalize your own plan at [myalli.com/costco](http://myalli.com/costco).

Featured member is provided alli product, retail value of \$70, online community support and alli behavioral support as part of her participation in this program. \*In clinical studies, most people lose 5 to 10 pounds over six months with alli. Featured story has not been independently validated by either GlaxoSmithKline or Costco. \*\*alli plus a reduced-calorie low-fat diet. alli is for overweight adults. Read and follow the alli label. Results may vary. alli is safe when used as directed. ©2011 GlaxoSmithKline

WAREHOUSE/COSTCO.COM | AVAILABLE NOW



# Alka-Seltzer Plus®

COLD & COUGH Liquid Gels 40ct.

**Most Complete  
Multi-Symptom Cold Relief  
in a Liquid Gel**

**Cough • Nasal Congestion  
Runny Nose • Headache + Body Ache  
Sore Throat • Sinus Pressure**



©2011 Bayer HealthCare LLC  
WAREHOUSE/COSTCO.COM | AVAILABLE NOW

Use as directed.



## Race in for Exclusive Disney Designs!

*Happy Pit Stops Start at Costco!*



©Registered Trademark of Kimberly-Clark Worldwide, Inc. ©2011 KCWW. Disney Princess elements ©Disney. CARS 2 elements ©Disney/Pixar.

WAREHOUSE/COSTCO.COM | AVAILABLE NOW



trunature®

*fresh*

approach to healthy vision\*

THE  
LPE  
PECFD

**CLINICALLY  
PROVEN**

**Lutein 25 mg &  
Zeaxanthin 5 mg**

Seeing is believing with Lutein & Zeaxanthin from trunature®. Clinically proven natural carotenoids work together in a ratio that matches the body's 5:1 balance to help protect against damaging UV rays and free radicals.\*

Since our bodies do not produce these nutrients, trunature® Lutein & Zeaxanthin is an ideal solution to help improve visual acuity.\*

You can even add this product to your daily regimen of any Kirkland Signature™ multivitamin for more complete health benefits.

Visit [Costco.com](http://Costco.com) for additional trunature® items.

\*These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**





## Diabetes superfoods

FILL YOUR COSTCO shopping cart with these nutritional powerhouses to reduce your diabetes risk.

### **Green leafy veggies.**

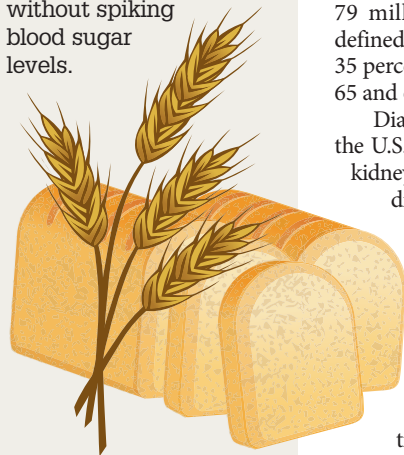
According to a new study, adding an extra serving of veggies daily could cut diabetes risk by 14 percent.

**Nuts.** Research shows eating peanuts, almonds, pistachios and other nuts can help control diabetes symptoms.

### **Herbs and spices.**

Cinnamon, sage, oregano and turmeric have anti-inflammatory benefits and flavor food without added calories, sugar or salt.

**Brown foods.** High-fiber grains, such as whole-wheat bread, brown rice and oatmeal, satisfy without spiking blood sugar levels.



**Low-fat dairy.** Research shows that the calcium in low-fat or nonfat milk, yogurt and cottage cheese aids weight control.—MJ



# Diabetes-proof for life

## Reduce your risk with simple lifestyle changes

By Malia Jacobson

DIABETES IS A problem that isn't going away. Nearly 2 million adults over the age of 20 were diagnosed with diabetes in 2010, but the number of new cases could soon explode: The National Diabetes Information Clearinghouse (NDIC) estimates that 79 million American adults have pre-diabetes, defined by above-normal blood sugar levels. That's 35 percent of adults 20 and older, and half of adults 65 and older.

Diabetes is the seventh-leading cause of death in the U.S. and a major cause of heart disease, stroke, kidney failure and blindness, so a diagnosis of pre-diabetes is serious. "Without dietary and lifestyle changes, pre-diabetes will nearly always progress to diabetes," says registered dietitian Barbara Borcik, certified diabetes educator at the Diabetes & Nutrition Center at Northwest Hospital in Baltimore.

The good news: Your diabetes fate is in your hands. Shifting your daily habits can reduce the need for diabetes medication and even prevent diabetes entirely.

"Lifestyle changes are just as effective as, if not more effective than, any medicine you can take," says Dr. Saleemah Fahmi, medical director of the Methodist Health System Diabetes Self-Management Program in Dallas.

These eight simple switches should help you stay diabetes free, for life.

### **Lose a few**

Weight loss is the number-one way to reduce diabetes risk, according to the NDIC. Shedding even a few pounds is beneficial; multiple studies show that a modest weight loss of 10 percent can have a measurable impact on diabetes risk factors. In one study, overweight individuals who lost around 20 pounds cut their diabetes risk by a third. That's very doable for most people, says Borcik.

### **Treat sleep problems**

High-quality sleep is an important factor in the fight against diabetes. A study published in *Diabetes Care* found that poor sleep is strongly linked to insulin resistance, and that diabetics who sleep poorly have a harder time controlling the disease. To keep diabetes at bay, see your doctor if you experience insomnia or excessive daytime fatigue for longer than one month.

### **Get moving**

Exercise burns calories and lowers blood sugar, but you don't need to spend all day at the gym to reap benefits. According to





## The Costco Connection

Costco and Costco.com offer many items for fighting or treating diabetes, including glucose monitoring kits, vitamins, high-fiber foods, spices, coffee, exercise equipment and accessories, and a variety of weight-loss systems.

MEDIA BAKERY



ILLUSTRATIONS: CHRIS A. RUSNAK

multiple studies, a mere 150 minutes per week of exercise can delay or prevent diabetes. Costco member Dr. Craig Stump, chief of endocrinology, diabetes and hypertension for the Southern Arizona VA Health Care System, advises inactive patients to begin with 15 minutes of walking per day. "The first step out the door is the hardest," he says. To make the biggest dent in blood sugar levels, schedule workouts about an hour and a half after your largest meal of the day.

## Enjoy your daily grind

A daily cup of joe (or several) can help in the battle against diabetes. Scientists and doctors have long believed that coffee helps protect against diabetes. Now, studies have shown that coffee consumption increases plasma levels of a protective hormone called SHBG (sex hormone-binding globulin). Studies also show that the protective effect



disappears with decaf—so for diabetes prevention, drink your coffee full force.

## Do the D

New research suggests that healthy vitamin D levels are important to diabetes prevention. In one study, individuals with high vitamin D levels were 38 percent less likely to develop diabetes than those with low levels. Though vitamin D is found in foods (such as eggs and fortified milk), it's difficult to get enough from food alone. Have your health-care provider check your vitamin D levels, and ask about supplementation, if needed.

## Spice it up

Cinnamon is more than a spice-cabinet standby; multiple studies have shown that it reduces blood sugar. Cinnamon offers a triple play of defensive measures against high blood sugar: It slows the emptying of the stomach after eating, improves the effectiveness of insulin and has antioxidant properties. "Many of my diabetic patients take cinnamon tablets, with good results," says Fahmi.

## Nix the nibbling

Take a bite out of your diabetes risk by cutting out mindless nibbling. A single bite of food has around 20 to 25 calories, and the impact of 20 extra calories per day over 20 years is more than 40 extra pounds of body fat. "I think we all know people who gain 40 pounds between the age of 30 and 50," says Stump. To stay slim and diabetes free, don't sample food while it cooks and strive to eat only at the table.

## Make friends with fiber

The *New England Journal of Medicine* reports that a high intake of fiber, particularly soluble fiber, helps control diabetes symptoms. Fiber is listed as a carbohydrate on nutrition labels, but it doesn't affect blood sugar the way that other carbohydrates do. And because it helps you fill up, you're less likely to overeat. Aim for 25 to 35 grams of fiber per day, says Borcik, and avoid low-fiber "white" carbohydrates such as white pasta, white bread and white rice.

A diagnosis of pre-diabetes is a warning sign, not a life sentence, says Costco member Vandana Sheth, registered dietician and spokesperson for the American Dietetic Association. When you embrace the opportunity to make lifestyle changes, you take charge of your health and lay claim to a diabetes-free future. [E]

*Costco member Malia Jacobson has a family history of diabetes, so prevention is always on her mind. She covers health topics for national and regional publications.*

**NEW**

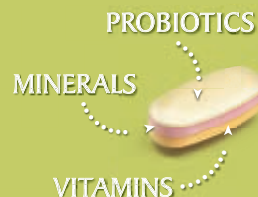
**Nature Made**

## TRIPLE Probiotic™ Multivitamin

Combining a high-quality probiotic with a multivitamin is a convenient way to reduce the number of pills you take.

Nature Made Triple Probiotic Multivitamin uses a patented smart-release tri-layer caplet designed for maximized efficacy. Just one caplet a day provides a unique combination of probiotics, vitamins and minerals to help maintain and support your immune system†, so you can feel how you live.

## TRI-LAYER CAPLET



## Probiotics

- 1 caplet contains Probiotic Blend 29.5 mg (10 million CFU).
- Helps maintain the balance of good bacteria in the digestive system to support immune health.†

## Multivitamin

- Vitamins and minerals work together along with the probiotics to provide three levels of support.



**Look for it in the vitamin aisle**

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**



comfortable  
**protection**  
every day

**Kotex**  
natural balance®

**Kotex Natural Balance®** Liners conform to your curves and combine materials like cotton and aloe for the kind of freshness you can feel good about.

**Protection you trust, now improved.**



©Registered Trademark and \*Trademark of Kimberly-Clark Worldwide, Inc. ©2011 KCWW.  
WAREHOUSE ONLY | AVAILABLE NOW

## YOU DESERVE A MORE RESTFUL NIGHT'S SLEEP

We've improved our Melatonin Plus formula – **New Melatonin Ultra** has been formulated to provide you with a sounder and more restful sleep. **Melatonin Ultra** is still drug free and contains vitamins and herbs to help you sleep more soundly throughout the night, so that in the morning you'll wake up refreshed and rested.

**Melatonin Ultra** still contains melatonin and theanine to support healthy sleep and relaxation. But, the new and improved formula now includes **GABA** (gamma-aminobutyric acid), an amino acid and neurotransmitter that works to support relaxation and restful sleep patterns, and **chamomile** and **valerian**, two herbs traditionally used for their calming properties.



Quality | Heritage | Trust



THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

© 2011 Schiff Nutrition Group, Inc.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**

660-A50



trunature®

*fresh*

approach to heart health\*

**CoQ10  
100 mg**

Show your heart how much you really love it with high-quality trunature® CoQ10\*. This essential coenzyme helps transport energy to your heart and other cells of your body\*. Plus, CoQ10 is a powerful antioxidant that helps to protect those cells from damage caused by free radicals\*. Unfortunately, age, environment and prescription statin medications<sup>1</sup> can lower your natural CoQ10 levels. So be true to your heart with trunature® CoQ10\*. It's heart health support the natural way.\*

Visit [Costco.com](http://Costco.com) for additional trunature® items.



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup>Note: Coenzyme Q10 is not intended to serve as a replacement for statin therapy, nor should you discontinue taking any prescribed medications while supplementing with Coenzyme Q10.

Background art © Norph 10-1056CCdr

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**







☒ **SHORTEN YOUR COLD.**  
☐ **SUFFER THROUGH IT.**

At the first sign of a cold, the choice is yours.



Get rid of your cold faster.™

[zicam.com](http://zicam.com)

WAREHOUSE/COSTCO.COM | AVAILABLE NOW

## Relax<sup>†</sup>

### Natrol® 5-HTP



For a Calm Mood Every Day<sup>†</sup>

## Energize<sup>†</sup>

### Natrol® JuiceFestiv®



Nourish Your Body Every Day<sup>†</sup>

**NATROL®**

† These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

©2011 Natrol, Inc.

WAREHOUSE ONLY | AVAILABLE NOW



# trunature®

# fresh

## approach to healthy living

We just gave our trunature® Brand a FRESH LOOK to celebrate over ten years of delivering high quality dietary herbal supplements. Backed by scientific research and balanced with nature, our innovative formulations continue to support overall good health. The result is a brand of premium supplements that you trust to deliver exactly what we promise. It's all about the right ingredients to help you look and feel your best.

We've been doing this for more than ten years, but we still keep a "Fresh Approach to Healthy Living."

Visit [Costco.com](http://Costco.com) for additional trunature® items.

\*These statements have not been evaluated by the Food and Drug Administration.  
These products are not intended to diagnose, treat, cure or prevent any disease.



not all trunature® products  
pictured are available  
in all warehouses.



WAREHOUSE/COSTCO.COM | AVAILABLE NOW



PLACES TO GO.  
PRICES YOU'LL LOVE.



QUALITY | VALUE | EXPERIENCE | WOW!

## See all the very best of Alaska with Princess®.



Experience Alaska's top two attractions — Glacier Bay and Denali National Parks — on a wide range of awe-inspiring cruises and land & sea vacation options. Escape completely to the heart of Alaska with Princess — and enjoy special Costco member savings! **For details and to book, click Travel at Costco.com.**

©2011 Princess Cruises. Ships of Bermudan registry.

# UP TO 35% OFF PLUS EXTRA SAVINGS



Costco members receive **up to 35% off** with **AWD A108379**.

Plus, enjoy these additional savings for rentals booked by 12/15/11:

- **\$35 off** a weekly rental with coupon **MUWA084\***
- **\$40 off** a weekly rental with coupon **MUWA085\***



And take advantage of these special benefits:

- **where2®** GPS at the Costco member-only rate of \$2.99 per day (plus tax)\*\*
- **100% smoke-free fleet**
- **Additional driver fee waived\*\***

where2 is an optional service and is subject to availability at select U.S. locations for an additional fee.

\*See applicable car groups in Terms and Conditions.

\*\*where2 GPS Costco member-only rate of \$2.99 per day and the waiver of additional driver fee are valid at participating locations in the U.S. only.

**Terms and Conditions:** The savings of up to 35% and discounted where2 GPS rental applies to leisure weekly rates and is applicable only to the time and mileage charges of the rental. \$35 off coupon valid on a Compact (group B) vehicle through Intermediate SUV (group F). \$40 off coupon valid on a Premium (group G) and above vehicle, excluding Specialty vehicles (group X). Dollars off applies to the time and mileage charges only on a minimum five-day weekly rental period. **For reservations made on Costco.com, dollars off will be applied at time of reservation. For reservations made by phone, savings of up to 35% will be applied at time of reservation and coupons MUWA084 or MUWA085 will be applied at time of rental.** Taxes, concession recovery fees, vehicle license recovery fee, customer facility charges (\$10/contract in CA) may apply and are extra. Optional products such as LDW (\$29.99/day or less) and fueling are extra. One coupon per rental. Mention **AWD A108379** for up to 35% off plus discounted GPS rental. Mention **Coupon MUWA084** for \$35 off weekly rental or **Coupon MUWA085** for \$40 off weekly rental. Offer is available for U.S. residents only for rentals at participating locations in the U.S. and Canada. Offer may not be used in conjunction with any other AWD number, promotion or offer (including Costco Travel vacation packages). **Renter must show proof of Costco membership at the time of rental. Offer subject to vehicle and GPS availability at time of reservation and may not be available on some rates at some times, including some online rates at Costco.com.** Holiday and other blackout periods may apply. Waiver of additional driver fee is valid at participating locations in the U.S. only. Renter and additional driver (if applicable) must meet Avis age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. **Rental must begin by 12/15/11.**

Avis features GM vehicles.

©2011 Avis Rent A Car System, LLC

20777

Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Offer is valid for travel as specified, is valid for new bookings only and is available to Costco members residing in the United States. Travel purchases are not included in the Executive Membership annual 2% Reward program. Seasonal surcharges, availability, blackout dates and restrictions may apply. All prices are in U.S. dollars. Costco Travel disclaims liability for any inaccuracies or typographical errors. **Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 • Florida registration number: ST 32555 • Hawaii registration number: TAR 5595 • Iowa registration number: TA 620 • Nevada Seller of Travel registration number: 2007-0060 • Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state.**

a 9/11

**To book, click Travel at Costco.com or call 1-877-849-2730.**

# Get enchanted with Puerto Rico

El Morro fort, on Puerto Rico, overlooks the entrance to San Juan Bay

PUERTO RICO TOURISM COMPANY

By Sarah Wyatt

DUBBED *La Isla del Encanto* ("the island of enchantment"), Puerto Rico offers convenience and diversity to U.S. travelers seeking a Caribbean getaway. At 110 miles long and 35 miles wide, this island offers more than many people realize: relaxation, eco-travel, romance and family fun. A pristine landscape featuring 272 miles of white-sand beaches and the omnipresence of rum and *vejigantes* (carnival masks made of papier-mâché or coconut) add to the Latin flavor of this destination.

Arguably the most accessible Caribbean island for U.S. visitors, Puerto Rico is served by 17 airlines with flights departing from more than 50 cities. Airports in many major U.S. cities offer daily nonstop service to San Juan. It is also a popular cruise port of call. Because Puerto Rico is a commonwealth of the United States, U.S. citizens do not need passports to visit the island. English and Spanish are the national languages and the currency is the U.S. dollar.

Puerto Rico is a less harried destination than its Caribbean cousins to the north, annually receiving just one-third the number of visitors that the Bahamas does.

Families with children can enjoy a multitude of water-based sports, including moonlit canoeing and kayaking on the island's bioluminescent bays, a phenomenon caused by tiny, glowing organisms in the water. Several excursion companies offer windsurf-

ing, sailing, deep-sea fishing, snorkeling, scuba diving and body surfing. Out of the water, there are more than 20 world-class golf courses to choose from.

Adventurous visitors will especially enjoy exploring beautiful El Yunque rain forest and its cascading waterfalls, remarkable tropical plants, vibrant birds and other wildlife, as well as the world's second-highest zipline (you would need to go to South Africa for the highest).

In addition to natural wonders, the sophisticated capital city of San Juan offers urban attractions with updated twists. Old San Juan, long celebrated for its historic forts, architectural beauty and rich culture, has been updated in recent years to become one of North America's hottest urban centers. Nearby is Plaza Las Américas, the Caribbean's largest shopping center, with more than 300 stores. After shopping, visitors can take in San Juan's restaurants: From Indian fusion fare at Tantra to the award-winning Caribbean fare at Pamela's, the city has earned its reputation as a dining destination.

Travelers seeking romance, including newlyweds and couples planning a destination wedding, have increasingly chosen Puerto Rico, because there are so many resort options. Couples seeking a lavish retreat with romantic ocean views can find many hotels with intimate rooms and beachfront suites. Others offer numerous dining and nightlife experiences, conveniently located within walking distance of Old San Juan, as well as full-service spas and in-house casinos.

Put on your most enchanting *vejigantes* and see Puerto Rico for yourself. [M]

Sarah Wyatt is a freelance travel writer.



PLACES TO GO.  
PRICES YOU'LL LOVE.

QUALITY | VALUE | EXPERIENCE | WOW!

## PUERTO RICO

**FOUR-NIGHT PACKAGES**  
with a \$100 Elegant Steering  
Tour Credit

Book by 11/30/11.

Airfare is available for an additional cost.

FROM **\$419** PER PERSON\*

EL CONQUISTADOR RESORT, A WALDORF ASTORIA RESORT

Valid for travel 5/1/12-8/8/12.

Savings and values: \$129 per person.

- Ground transportation from airport to hotel and return
- Garden-View Room
- Stay four nights for the price of three
- Hotel taxes

FROM **\$489** PER PERSON\*

THE RITZ-CARLTON, SAN JUAN

Valid for travel 4/9/12-10/30/12.

Savings and values: \$160 per person.

- Ground transportation from airport to hotel and return
- City-View Room
- Stay four nights for the price of three
- Hotel taxes

FROM **\$569** PER PERSON\*

INTERCONTINENTAL SAN JUAN RESORT & CASINO

Valid for travel 1/1/12-2/15/12, 2/21/12-4/4/12 and 4/9-4/30/12.

Savings and values: \$112 per person.

- Ground transportation from airport to hotel and return
- Laguna-View Room
- Complimentary room upgrade from Standard Room (reflected in price)
- 20% discount on food, beverage and spa treatments
- Hotel taxes

FROM **\$769** PER PERSON\*

RIO MAR BEACH RESORT & SPA, A WYNDHAM GRAND RESORT

Valid for travel 1/12-3/31/12.

Savings and values: \$70 per person.

- Ground transportation from airport to hotel and return
- Resort-View Room
- \$100 food and beverage credit (per stay)
- Hotel taxes

These hotels are also available  
through Costco Travel:

• Gran Melia Golf Resort • Sheraton Puerto Rico  
Hotel & Casino • St. Regis Bahia Beach Resort

\*Price shown is per person based on double occupancy and includes hotel taxes. Prices are in U.S. dollars, are true and accurate at time of printing, are valid for travel as specified, are valid for new bookings only and are available to Costco members residing in the United States. All offers and inclusions are subject to availability and may change or be terminated without notice. Seasonal surcharges, availability, blackout dates and restrictions may apply. Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Cancellation and change fees may apply. Travel purchases are not included in the Executive Membership annual 2% Reward program. Costco Travel disclaims liability for any inaccuracies or typographical errors. Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 • Florida registration number: ST 32555 • Hawaii registration number: TAR 5595 • Iowa registration number: TA 620 • Nevada Seller of Travel registration number: 2007-0060 • Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state.

12TRD104 9/11

1-877-849-2730 | Costco.com

## The Costco Connection

For more Puerto Rico packages and other Caribbean offerings, call 1-877-849-2730 or click "Travel" at Costco.com. Costco also has four warehouses in Puerto Rico; visit Costco.com and click on "locations."





# Nourish Your Joints

with Glucosamine & Chondroitin<sup>†</sup>

- **Nourishes Joint & Connective Tissue<sup>†</sup>**
- **Supports Joint Cushioning<sup>†</sup>**
- **Promotes Joint Comfort & Flexibility<sup>†</sup>**



*Exclusively from Costco Wholesale*

<sup>†</sup> These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE/COSTCO.COM | AVAILABLE NOW

647-B1

# QuickBooks in the cloud

Intuit's popular  
program  
goes online



MEDIA BAKERY

FOR DECADES, Intuit QuickBooks has been an essential tool for people running a small business. This handy accounting software handles all of a company's daily bookwork, from creating invoices to tracking inventory.

Now there's a new version, QuickBooks Online, that takes advantage of the Internet to allow business owners to run their companies from anywhere they have online access. Offered through Costco, QuickBooks Online has all the standard tools of the desktop version, but now they're accessible from a smartphone or laptop.

The new version has made a big difference at the European Collision Center in

San Francisco. Owner and Costco member Dennis Kirkpatrick says QuickBooks Online makes it quick and easy to access all essential records, which saves his business time and money.

## Connecting

QuickBooks Online and the Intuit 401(k) programs are two of several small-business services offered through Costco. To find out more about these services and how they can benefit your business, go to [Costco.com](http://Costco.com) and select "Services" at the top of the page.



"QuickBooks Online has eased our business dramatically by simply easing up the paper flow," says Kirkpatrick. "We're able to track everything we do from our payments and receivables. All employees are able to access these numbers at clicks of a button rather than ... going through file cabinets and looking for past invoices."

Learning the new program was no problem. "We were intimidated in the beginning because we're car guys, we're technicians and this isn't our area of expertise," he says. "After switching over to QuickBooks Online we realized we had much more flexibility by using our multiple computers and using the program remotely to access our files anywhere we were. It immediately improved the communication between our bookkeeping and accounting departments and allowed us to have more time to take care of our clients and their vehicles."

The program enables business owners to have all their finances in one central location and to track sales and expenses online or from a mobile phone, anytime and anywhere. Also, the data is protected with automatic daily backups—no more worries about in-house servers crashing.

Add it all up, says Kirkpatrick, and it makes good business sense: "Without a doubt, QuickBooks Online is going to save us a ton of money in the long run."

To get more information, go online to [Costco.com](http://Costco.com) and search "QBO4." Costco members receive up to a 25 percent discount, depending on membership level and product selected.—*Tim Talevich*

# Retirement plans made affordable

MANY SMALL-BUSINESS owners would love to offer their employees a retirement benefit through a 401(k) plan, but feel they can't afford it. Here are three good reasons to consider adding a 401(k) plan to your company's benefit package.

**Tax savings.** There are several tax advantages to offering a 401(k) plan, depending on the size of your business, salary levels, tax rates and other factors. For example, in certain cases special business tax credits can offset your plan's cost. Also, plan expenses and matching employer contributions are tax deductible. In addition, plan participants (employees) can save on federal income taxes.

**Attract and retain talented employees.** Making a retirement plan part of your benefits package can set your business apart from others by helping you attract and retain the most talented



IMAGEZOO

employees. In fact, retirement plans are among the top three benefits typically requested by employees.

**Affordable prices.** Intuit and Costco have teamed up to offer Intuit 401(k), which offers savings compared to other 401(k) providers. For example, a recent market comparison showed that the total cost of a 401(k) plan for Costco members using the Intuit program was up to 60 percent lower compared with programs offered by other providers. (The prices were based on a company with five employees.)

All in all, offering a retirement plan to your employees gives your company additional benefits that make the time and money expenditures worthwhile. To get more information, visit [Costco.com](http://Costco.com) and search "401kc." Or call toll-free 1-855-807-7253 and get a free 401(k) guide and price quote.—*TT*



Now available at your local Costco Hearing Aid Center,  
ReSound Future™... Life without limits.

ReSound

rediscover hearing



ReSound Future™

- Premium wireless technology
- Rich, clear music and sound from your TV
- No adapters or wires around your neck\*
- Nanotech moisture protection

\*Wireless accessories are available at an additional cost and are required for wireless connectivity.

Available colors



Visit [Costco.com](https://www.costco.com) or call 1-800-774-2678 to find a Costco Hearing Aid Center near you to schedule your free ReSound Future™ demonstration.

**COSTCO**  
HEARING AID CENTER



Freedom 4 E-bikes created eye-catching posters and sell sheets using Costco's 1-Hour Photo Center.



# Picture-perfect marketing

1-Hour Photo products can give any business a creative edge

By Kreta Chandler

MOST SMALL BUSINESSES depend on marketing collateral to build their brand, attract new customers, promote products and services, and build customer relationships and loyalty. And in today's highly competitive marketplace and fluctuating economy, it is more important than ever for small businesses to set themselves apart from others with new types of promotional materials as they compete for customers, while saving time and money.

Many small-business owners and nonprofit organizations now use the Costco 1-Hour Photo Center to produce new types of business communication materials that create awareness and preference for their brand, products and services and that help them appreciate and stay in touch with their customers.

## Show off retail products

Deb and Mike Weatherby, for example, recently opened a new type of electric bicycle store in Vermont ([www.freedom4ebikes.com](http://www.freedom4ebikes.com)) and printed signage and point-of-sale materials at the Costco Photo Center. Using a common publishing software program, they first designed each document to include their logo and then saved the document as a JPG file onto a flash drive to take to Costco for printing.

The Weatherbys printed 16-by-20-inch poster boards of their store name and logo to use as signage and displayed them in their store's front and side windows. For point-of-sale materials, they printed several 5-by-7-inch

sheets as shelf talkers throughout the store. They also printed 8-by-10-inch sheets that describe a bicycle's features and benefits, and put each one into a plastic sleeve that hangs on each bicycle. And as a takeaway for potential customers, they printed 500 4-by-6-inch photo reproductions of their logo and a photo of the bike as a reminder.

## Services and nonprofits

Other small businesses, such as architectural and design firms, also print business materials at Costco Photo Centers. Architects Brett Potter, AIA; Dan Kamp, AIA; and Mike Potter, ASLA ([www.focusarchitects.com](http://www.focusarchitects.com)) typically produce several large-scale drawings and plans for each phase of a major architectural design project. They print large posters and poster boards to use as visual aids at client concept meetings and at planning board and county commission approval hearings. The concept poster boards are sometimes given as gifts to clients when the project is completed.

"Costco provides us with a high-quality and professional product that is also cost-effective, since we often need to update concepts and plans at each phase and reprint them," says Brett Potter.

Charities and other nonprofit organizations also use the Costco Photo Center for printing. Love A Child Ministries ([www.loveachild.com](http://www.loveachild.com)), for example, affordably prints 500 to 5,000 4-by-6-inch photos at a time.

The ministry mails the photos to sponsors to keep them informed of their emergency-relief projects and developmental programs in Haiti, such as housing, schools and food distribution projects. In 2010, Love A Child provided more than 11 million meals to the needy in Haiti and is providing medical care and housing to over 2,000 victims of the last earthquake, according to Mike Essmann at the ministry. "The photos show a sponsor that their donation is achieving what their heart wants it to be," he says.



Love A Child Ministries uses photos to keep donors updated on its work in Haiti.

Regardless of the type of small business you have, here are a few other ideas you can use to promote and operate your business and to generate incremental revenue with new products you can sell.

CONTINUED ON PAGE 84



- Display poster boards as signage; point-of-sale merchandising; visual aids for business meeting presentations, employee training and trade shows; or promotions of upcoming special events.

- Use photobooks as a portfolio of your work or as a print collection for sale, such as of your art, photography or recipes.

- Mail photo cards to your current and prospective clients as announcements of a business relocation, upcoming sales event, new homes for sale, new products or services, new staff or as thank-you cards.

- Give calendars as holiday gifts to customers and vendors in appreciation, as a year-round showcase for your products and services or as promotional sales tools.

- Create gallery-wrapped canvases to sell to consumers and businesses as wall décor by using any of the 20,000 high-quality images of fine art, photography and illustrations from Costco's Art & Image Gallery. [E]

*Kreta Chandler is an author, photographer and customer-experience architect.*

## Connecting

Many cost-effective products can be created at your local Costco warehouse or online and picked up in an hour. View these and other photo gifts online at Costco.com (click "Photo").

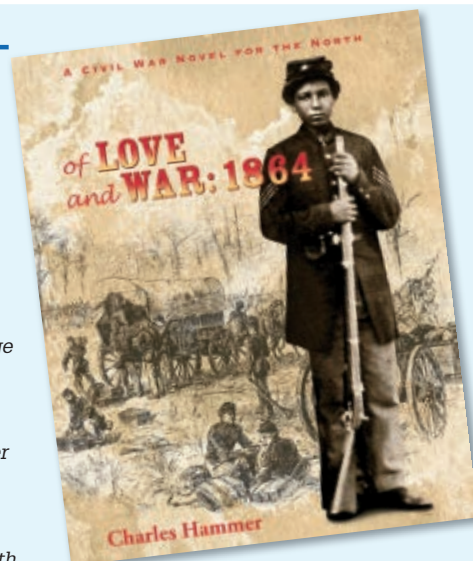
## Of love and war— and Costco

COSTCO MEMBER Charles Hammer of Shawnee, Kansas ([hammerc12@gmail.com](mailto:hammerc12@gmail.com)) created a greeting card at the 1-Hour Photo Center to promote his book. Here's his story.

*I found it easy on Costco.com, as my Civil War novel cover accompanying this article proves. Log into the site's photo section and upload a photo or other image from your computer. That accomplished, click on "Photo Gifts," then choose 6-by-7½-inch greeting cards. The site offers many seasonal cards, but it's better to click "More" to reach "Generic" or—best of all—"Custom Template."*

*You can edit most pictures to fit that template, but it's better to choose one with roughly the same proportions. Preview the card, pop it into the shopping cart and check the bill: \$14.99 plus tax for 50 photo cards in lustre finish with nice envelopes. A set of 25 more costs \$5.49. You can mail each card for 44 cents.*

*Often within two hours of submitting the order you can pick it up at your local warehouse. I asked Amber and Katie, the photo experts at my Lenexa, Kansas, warehouse, to omit the faint order number that routinely appears on the card's reverse.*



**Charles Hammer's book promotion card**

*Then, with my home inkjet printer, I added on the back the novel's plot summary titled "Breaking Slave Shackles." On photo paper the ink is slow to dry and may smear. Catch the printed cards as they emerge from the printer and keep them separated until dry.*

*I was pleased with the result: a professional-looking way to promote my novel at a bargain price. [E]*

# SOLAR

## POWERED


**SELF-CHARGING**

SOLAR POWERED


**A solar panel combined with a large-capacity rechargeable battery enables these impressive solar timepieces to run smoothly under any light with no battery replacement.**

**ALSO FEATURES:**

- Multi-Band 5 Atomic Timekeeping
- Digital Compass
- Altimeter
- Barometer
- Thermometer




PAW1100-1VWC  
Item #324794




# CASIO®

WAREHOUSE ONLY | AVAILABLE EARLY NOVEMBER

## BADGLEY MISCHKA



ITEM #  
584790



ITEM #  
530381



WAREHOUSE ONLY | AVAILABLE NOW

# juice up

your immune system\*  
with the power of

# 1000



**you do the math . . .**

drink more than 60 ounces  
of orange juice each day†

**or**

take one Kirkland Signature  
Vitamin C 1000 mg tablet

With Kirkland Signature  
Vitamin C 1000 mg you can:

Knock out free radicals\*

Support cardiovascular strength\*

Kick up collagen production for  
good skin, bones and nails\*

*Exclusively from Costco Wholesale*

†Data on file.

\*These statements have not been evaluated by the Food and Drug Administration.  
These products are not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**





# a vitamin that'll work as hard as you do

You deliver the best  
every day; now  
fuel your body  
with a multivitamin  
designed just  
for you.

Helps maintain and support:

- Heart health<sup>†</sup>
- Eye health<sup>†</sup>
- Immune health<sup>†</sup>
- Bones and teeth<sup>†</sup>
- Antioxidant protection<sup>†</sup>
- Energy metabolism<sup>†</sup>

A multivitamin that is built to support your  
active lifestyle.



<sup>†</sup>These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

*Exclusively from Costco Wholesale*

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**



# Making holidays personal

## Imagination sparks these customized photo greetings and gifts

By David Wight

WITH THE HOLIDAY season rapidly approaching, it's time to ramp up your creative greetings and gift game. Costco's 1-Hour Photo and the Photo Center on Costco.com are good places to start. All you need is one or more perfect family photos and the imagination to appreciate all the options available to you.

### New card designs each year

Costco completely updates the contemporary design selections for the 6-by-7½-inch holiday photo card each year, and orders can be placed in the warehouse or online for warehouse pickup. You'll find 20 designs to choose from if ordering at the 1-Hour Photo counter; if you order via the Photo Center on Costco.com, there are even more new designs to choose from.

- 50 cards cost \$14.99 (each set comes with 4 bonus calendar cards, as shown below)

- Additional sets of 25 cards with original order cost \$5.49 (each set includes one bonus calendar card)

- Extra calendar cards cost 39 cents each

If you have design talent, you also have the option to submit your own 6-by-7½-inch card design with your 1-Hour Photo card order.

### Popular gift items

Some popular items offer the option of ordering online for pickup in the warehouse or via mail delivery.

**Photo books** are the perfect way to show off a whole collection of photos. You're the publisher, so decide what to feature. Typically ready in five days, the books have a double-

sided format starting at 30 pages and up to 100 pages. Select a padded leather cover (11 by 8¾ inches) or custom photo cover (11 by 8¾ inches or 12 by 12 inches). Basic version with photo-wrap cover starts at \$24.99.

**Prints on canvas** make a great gift. New for the holidays, your print can be ordered with a professional floating frame. You can also use any of the 20,000 high-quality images from the online Art & Image Gallery. Ten sizes start at 12 by 16 inches, and they are typically ready in 5 days.

**Photo calendars** show your photos and 12 months at a glance, in two sizes—8½ by 11 inches and 11½ by 14 inches (mail only)—are usually ready in five to 10 days.

### The gift of memories

If you have any old home-movies, videos

or 35 mm slides, those items can be easily transferred to a DVD for convenient viewing. This could prove a very thoughtful gift for family and friends, and it's an easy way to preserve those old memories for future generations.

Conversion takes

about three weeks, and you need to bring your old media into 1-Hour Photo.

### Mail-only Costco.com greetings and gifts

Several other gift items are available through Costco.com. Click on the blue "PHOTO" on the top of the page.

**Tiny Prints**, an online stationery boutique specializing in customizable designs and



Chimney Santa looks jolly as an Art & Image Gallery (Nostalgia Illustrator) print on canvas in the new floating frame.

style inspiration for every occasion, gives Costco members a 20 percent discount. From Thanksgiving and Christmas to Hanukkah and New Year, create unforgettable cards, envelopes and matching address labels for every occasion by adding your own photos and text.

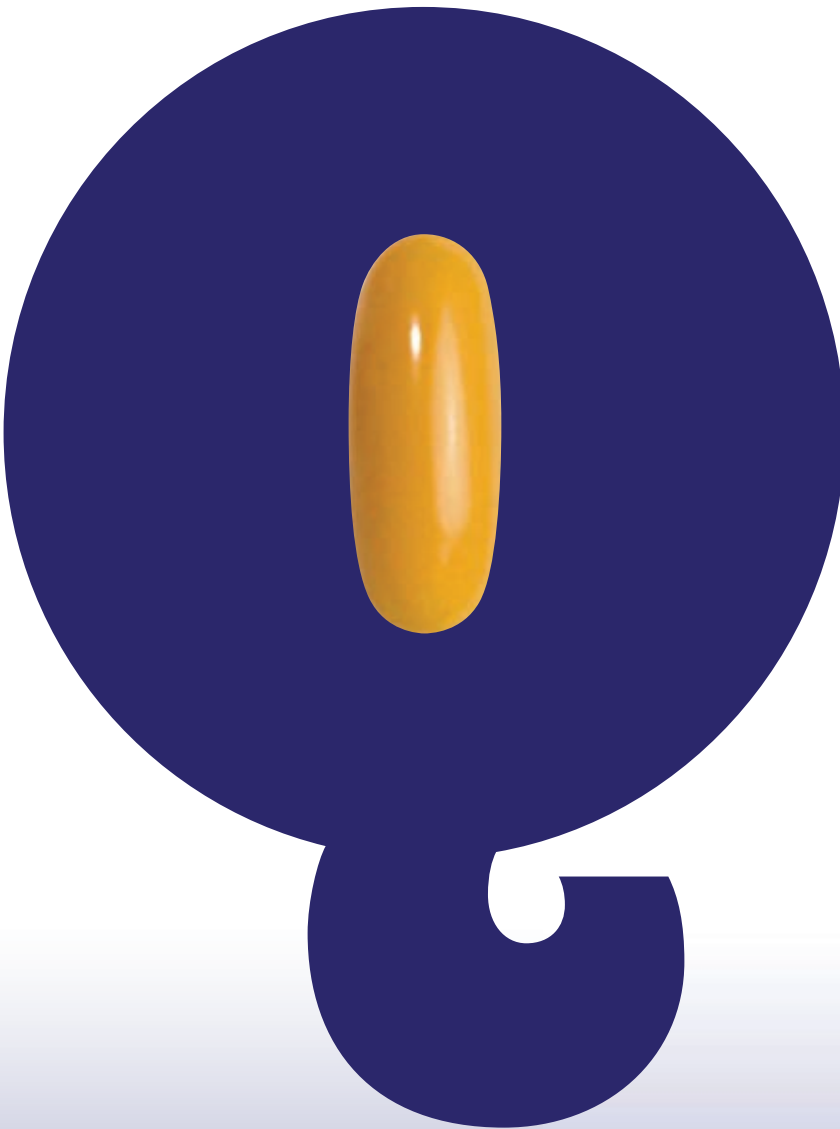
Other popular Photo Center mail-delivery gift items include:

- Woven Photo™ Photo Throw Blanket (54 by 70 inches)
- Collage or single-photo mouse pads
- Collage, single-photo or tiled photo mug
- Photo handbags, beach bags and more

It's the personal photos that you select that add the ultimate customization to these gift items, so find the right shots and immortalize them on cardstock, canvas, cotton, ceramic or other. The choices are yours.



# TAKE YOUR



## HIGHER-POTENCY CoQ10 FOR A HIGH LEVEL OF HEART SUPPORT.\*

- Helps to maintain proper circulation and promote heart health\*
- Helps to maintain healthy blood pressure levels already within a normal range\*
- Replenishes natural CoQ10 levels in the body, which can be affected by statin medications<sup>1</sup>



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup>Note: Coenzyme Q-10 is not intended to serve as a replacement for statin therapy, nor should you discontinue taking any prescribed medications while supplementing with Coenzyme Q-10.

11-CC-1049mr



USP has tested and verified select Kirkland Signature™ supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See [www.usp-dsp.org](http://www.usp-dsp.org).

Exclusively from Costco Wholesale  
WAREHOUSE/COSTCO.COM | AVAILABLE NOW

# Fit to be tied

## Presenting the new Kirkland Signature Italian-made Executive Tie Collection

WHEN IT'S TIME for that special dress-up occasion, do you rummage in the back of your closet for the right tie? With the holiday season approaching, it might be time to weed out those too skinny or too wide remnants and opt for something new and stylish, such as a new Kirkland Signature™ Italian-made tie.

"Kirkland Signature ties are made by the same artisans who make high-end European labels," explains buyer Chris Herbig. "An Italian-made tie is a totally different animal than ties manufactured elsewhere."

"In Italy, it's not about factories, not about production lines," adds Dawn Vetter, another Costco buyer. "It's the artistry. It's all

about craftsmanship."

In fact, Kirkland Signature ties are finished by hand in a setting that's more of a house than a factory, by a small group of women paying attention to every detail. "The craft has been passed down from generation to generation," notes Mark Sjooben, assistant general merchandise manager, "and it is not just a job, but a source of pride."

"In an Italian tie, they don't use an iron to press it. It has rolled edges, no creases. The pieces are cut out and hand-placed. It's a very difficult process. The quality of the tie is far

better than those made anywhere else," Chris explains.

"A tie of this quality would usually go for \$135 to \$175," Mark points out. "We're selling them for just \$19.99."

"Giorgio Armani, a famous Italian designer, said, 'To create something exceptional, your mind-set must be relentlessly focused on the smallest detail,'" Chris says. This could describe the lengthy process undertaken by the Costco buying team in developing this collection.

"We had to narrow down hundreds of choices of colors and patterns to just 24," Chris adds. "From conservative to more fashion forward, each individual design is a Kirkland Signature exclusive."

With 100 percent silk creating a luxurious and rich look and feel, reinforced stitching for durability, superb finishing and a sturdy, distinctive Kirkland Signature loop on the back (that won't tear after a few wearings), this is one tie that you'll be proud to wear this holiday season and throughout the year. 

Dress well for less than \$60 with Kirkland Signature menswear. Here, Costco Home Office employee Chris P. sports the all-cotton, no-iron dress shirt; Italian-made tie and Italian leather dress belt.



### Tie-ing it up

- Woven from 100% silk satin Italian yarns
- Comparable to high-end famous-name labels
- Exclusive designs for Costco
- Distinctive Kirkland Signature reinforced loop

PHOTOS: IRIDIO PHOTOGRAPHY



# Mmmmm



*Indulge in chocolate...  
for your health!*

We've poured rich, delicious chocolatey goodness into our Kirkland Signature Chocolate Calcium Chews. Enjoy the benefits of calcium in a convenient, creamy sugar-free bite. Each chocolate chew is packed with 500 mg of calcium, vitamin D and vitamin K for better absorption and utilization†.

Calcium has never tasted so good!

*Exclusively from Costco Wholesale*

Also available  
in Caramel flavor

†These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**

# What a trip

inside **costco**

COSTCO IS FAMOUS for its \$1.50 hot dog and soda, available year-round.

Equally famous, although for a shorter and decidedly more frenzied time period, is the venerable 12-inch, made-from-scratch, 3½-pound, \$5.99 pumpkin pie. The pie sells in such astonishing numbers, particularly in the mad-dash run-up to Thanksgiving (nearly 1.5 million pies in five days), that from growing and purchasing pumpkins to the production of the pie, the process takes on military-style precision.

—T. Foster Jones



Pumpkins are harvested in late August from a 700-acre region in Peoria, Illinois.

Approximately 174 truckloads of pumpkins are locally processed into 1 million No. 10 cans.



Cans are shipped to Costco bakeries all across the country.



## What goes into 4.7 million pies?

6.3 million pounds of canned pumpkin  
4.8 million pounds of sugar and spices  
4.7 million freshly pressed pie shells  
2 million pounds of fresh whole eggs

Between September 1 and December 31, Costco sells 4.7 million pumpkin pies (102,000 oven loads).



# Pumpkin power

## Nothing puny about Costco's pumpkin pie

One employee's personal best was baking 1,800 pies in a single night.

12"  
10"  
8"  
6"  
4"  
2"  
0"



A 12" pumpkin pie weighs 58 ounces (more than 3½ lbs.)



PIE PHOTOS: FRANCE FREEMAN ILLUSTRATIONS: STEVEN LAIT



# Gem class



## Costco's diamond program leaves no stone unturned

### BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this article to: [buyingsmart@costco.com](mailto:buyingsmart@costco.com).

THERE'S A TWINKLE on Costco.com and in warehouses right now that has nothing to do with holiday lights. The source is Costco's jewelry department, brightly radiating a treasure trove of diamonds and other precious gems specially crafted into gorgeous rings, necklaces, earrings, bracelets and pendants.

The latest addition to Costco's jewelry box is high-end, one-of-a-kind diamonds. Each is a thoroughbred of distinction and character, and ideal for those extraordinary life events, such as an engagement, anniversary or special recognition.

Carat weight for Costco high-end diamonds typically ranges from 1.00 to 6.00 carats. Specifications top out at IF (internally flawless) clarity, D color (the highest grade, colorless white). Prices start at around \$2,000 but can run much, much more. Savings are as great as 150 percent over classic retail jewelry stores. (Shipping and handling are included.)

These special diamonds demand special care—so Costco jewelry buyers hand-select the loose stones first and then build the settings that best show them off.

Most warehouses carry a very limited

selection of one-of-a-kind diamonds at 1 carat or larger. Prices range from \$4,000 to \$500,000.

Costco.com carries Costco's complete high-end diamond inventory, including those offered in warehouses, with new pieces being continuously added. Costco.com ships direct to home or business addresses, but cannot ship one-of-a-kind jewelry to a warehouse for preview and/or purchase. Search for these luscious diamonds on Costco.com after you click on "Jewelry."

### No compromise on quality

Encompassing a wide range of prices, all Costco diamonds are guaranteed VS2 clarity (very slight inclusion or flaw that can only be seen with a 10x microscope) and I color or better (except watches), explains Heide Hudson, a Costco.com assistant jewelry buyer and graduate gemologist.

Warehouse diamond shopping is particularly good for procrastinators who need to purchase immediately, those who prefer to get up close and personal before buying or members like me who always enjoy looking and dreaming. New items arrive weekly.

Jeni Murphy, buyer, warehouse high-end diamonds, reports, "Many members have done their homework and know what they want. We give them the opportunity to walk in and choose from a small assortment."

Costco's highly experienced veteran jewelry buyers work directly with some of the most intensely vetted, reputable diamond and gemstone suppliers in the industry. Together they make sure that only highest-quality dia-



monds procured from legitimate sources who are not involved in funding conflict and who comply with all United Nations diamond mandates are allowed.

Costco.com jewelry buyer Karla Jones reports, "There's never any compromise on quality, ever. We won't accept synthetic diamonds or natural diamonds that are microscopically fracture filled or laser treated to remove imperfections. We also reject any diamond that is pressure or heat enhanced to artificially bring out the color."

Fancy yellow diamonds are very popular on Costco.com and slightly less expensive than colorless white diamonds. Heide notes, "There is such warmth of color. It's like looking into a kaleidoscope that never ends." [E]

Consumer reporter Pat "Ringo" Volchok models some finger bling available on Costco.com. On her hand, Item #584558. On the headline (l to r): The one-of-a-kind "Morgan" and Item #553461 and #582986.



**More  
in archives**  
On Costco.com,  
enter "Connection."  
At Online Edition,  
search  
"buysmart."

## Appraisals

EVERY COSTCO GEM has its own distinct personality, as no two are alike. This is why Costco's in-house forensic gemologists, graduates of the Gemological Institute of America (GIA), re-inspect every stone and setting to ensure all exceed Costco expectations.

Each Costco diamond comes with an appraisal for insurance purposes. For stones starting at 1 carat in weight, the certificate is a

Summation of Appraisal from the International Gemological Institute (IGI) certifying that the item described is genuine and confirms the color, clarity, depth, symmetry and carat size. Providing a complimentary appraisal saves members at least \$75.

The GIA Laboratory Diamond Grading Report is also supplied. (One-of-a-kind bracelets, fancy pendants and tennis necklaces do not have GIA

reports, as small stones are not certifiable.)

A GIA grading report is akin to the birth certificate of a finished, unmounted stone. A plot (map) is provided showing the shape and facets of the stone and noting flaws or identifying characteristics. This dossier can be of great help if the diamond is ever lost or stolen and needs to be replaced, or if you feel the stone was "switched" during cleaning.—PV

## Comparing diamond stud earrings

| Costco Item #   | Round                               | Costco.com  | Online retailer A | Online retailer B |
|-----------------|-------------------------------------|-------------|-------------------|-------------------|
| 570647          | .50 ctw, 14-kt wht gold screw-backs | \$899.99    | \$1,170.00        | \$1,060.00        |
| 570655          | 1.00 ctw, plat screw-backs          | \$2,699.99  | \$4,450.00        | \$4,030.00        |
| 523045          | 2.00 ctw, plat screw-backs          | \$13,999.99 | \$17,100.00       | \$15,975.00       |
| <b>Princess</b> |                                     |             |                   |                   |
| 538245          | .50 ctw, 14-kt wht gold screw-backs | \$649.99    | \$900.00          | \$978.00          |
| 938049          | 1.00 ctw, plat screw-backs          | \$1,999.99  | \$2,550.00        | \$3,714.00        |
| 179574          | 2.00 ctw, plat screw-backs          | \$7,999.99  | \$9,800.00        | \$12,557.00       |

Online price comparison made on September 29, 2011.

PHOTO ILLUSTRATION: FRANCES FREEMAN, BILL CARLSON

## Expert help and FAQs

IF YOU'D LIKE Costco to search deeper for a high-end diamond, email [diamonds@costco.com](mailto:diamonds@costco.com) or call Costco's new toll-free Diamond Help Line at 1-877-864-8695. A trained Costco jewelry expert will work with you. (Costco jewelry experts are employees of Costco and receive no commission.)

Some brides-to-be email Costco's Diamond Help Line ahead of the fiancé-to-be, providing "quiet" input on engagement ring styles they like. Choose from popular Bridal styles, such as Chelsea, Hanna, Lotta, Morgan and many more. To view, type "Engagement" in the Costco.com search box.

Prices for engagement rings with a Gemological Institute of America-certified center stone start at \$1,999 on Costco.com. The average price is \$7,999 for non-one-of-a-kind and \$12,999 for high-end, one-of-a-kind rings.

Frequently asked questions such as "Can I purchase a matching ring band or buy a loose diamond?" (no and no), as well as tips on the care and maintenance of diamond jewelry, can be found at Costco.com; click on "Jewelry," then on "Costco Diamond & Jewelry FAQs."

Costco.com accepts all major credit cards, including Costco credit cards, American Express, Visa, MasterCard and Discover, as well as Costco Cash cards, BillMeLater and bank wire transfers. You can use one or numerous cards.

Warehouses accept cash, checks, debit/ATM cards, EBT, Costco Cash cards, Costco credit cards and American Express. [C]





Glucosamine & MSM

# A Powerful Duo

for Flexibility, Mobility & Joint Health



- ✓ **Glucosamine HCl 1500 mg**  
**With MSM 1500 mg**
- ✓ **Optimum Joint Health & Mobility<sup>†</sup>**
- ✓ **Helps Build Cartilage<sup>†</sup>**

*Exclusively from Costco Wholesale*

<sup>†</sup> These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WAREHOUSE/COSTCO.COM | AVAILABLE NOW

666-A1

## COSTCO SERVICES

# Update

To learn more about our complete suite of Costco services, click on the "Services" link at [Costco.com](http://Costco.com) or call toll-free 1-800-220-6000.

### NEW PRODUCT

## New phones from AccessLine

COSTCO'S BUSINESS phone solution provider, AccessLine, has expanded its product line with a complete family of phones from industry leader Polycom.

Choose from Polycom's conference phone; two-line, four-line or six-line business phones; or any combination for your office. All come complete with AccessLine phone service—a combination that can save Costco members up to 50% or more compared to



COURTESY OF ACCESSLINE

other phone systems in the industry.

For more information, call toll-free 1-877-895-4865, or go to [Costco.com](http://Costco.com) and search "Business Phone Services."

### PRACTICAL TIP

## Umbrella policy for broad protection



PHOTODISC

A PERSONAL LIABILITY umbrella policy provides an additional layer of protection that goes beyond the liability limits of your standard auto and home insurance policies. It also provides an added sense of security when it comes to your assets.

What if you are involved in an auto accident and the damages exceed the limits of your auto insurance policy? Or what if some-

one visiting your home suffers a serious injury that requires long-term care well beyond the coverage of your homeowners insurance?

In those two examples, an umbrella policy could provide additional personal liability coverage. Without that additional coverage, you might have to liquidate your assets or investments in order to cover the liability costs that exceed the coverage available under your auto or home insurance policy.

Don't mistake an umbrella policy as something just for the very wealthy. If you own a home and car, you have reason to consider the extra protection an umbrella policy may provide. Prices vary, but generally umbrella policies are inexpensive. Each year more Costco members are adding this extra protection.

To obtain a quote or review your insurance needs, call Ameriprise Auto & Home Insurance at 1-888-404-5365. Select option 3.

### MEMBER FEEDBACK

## Business saves 50 percent on credit-card processing

FREQUENTLY a single service offered by Costco has enough of a value proposition so that it alone becomes the primary reason for joining Costco. That was the case for Jill and Bob Beauvais, who saw the true savings in the Elavon merchant credit-card processing program and couldn't afford not to become Costco members. Here's what Jill has to say.

*We were using another card-transaction provider since [our] restaurant opened in 2010. Two Elavon reps started calling on us and became regular customers because they like our food. They kept telling us they could save us money, so I finally let them look at the monthly statement from the other provider. They took a pencil and started circling and slashing things, and said they could save us 50 percent off our bill. We joined Costco and the Elavon merchant service, and, as promised, started saving 50 percent on our credit-card processing.*

Jill Beauvais  
Hub Diggity Dogs  
Spartanburg, South Carolina

To learn more about credit-card processing through Elavon, call toll-free 1-800-616-1935, and be sure to mention source code 83200.

### FORM TIPS

## Tax time coming fast

COSTCO NOW OFFERS a complete line of software-compatible tax forms specifically designed for small and mid-size businesses. Are you familiar with the following forms?

- 1099 kits for reporting miscellaneous vendor payments of \$600 or more
- 1096 forms to summarize all 1099 forms that are filed
- W-2 form to report employee wages and salaries to federal, state and local agencies with a copy for the employee
- W-3 form to print a summary of all the W-2 forms your company submits

These and other forms are available to Costco members at savings of up to 50 percent of prices elsewhere. For more information, call toll-free 1-866-393-6045, or go to [Costco.com](http://Costco.com) and search "tax season."

### SPECIAL SAVINGS

## Business health premium break in Washington

IF YOU ARE a small business in the state of Washington, now is the time to check out the Costco Business Health Insurance program.

Due to the outstanding performance of the program in Washington, those enrolled in the Costco Business Health Insurance program prior to November 11, 2011, will not be charged a premium for the month of December 2011.

To obtain a quote, call 1-800-611-9056 or visit [Costco.com](http://Costco.com) and enter "WAhealth" as the search term.





**Rick Hodes**  
Long Island, NY  
<http://rick.hodes.org>

## This is a soul

**WHEN DR. RICK HODES** went to Ethiopia in 1990 to care for Jews preparing to emigrate to Israel, he did not realize that he had finally come home, far from his birthplace on Long Island, New York.

While there, Hodes started volunteering at Mother Teresa's Mission in Addis Ababa. Twenty

years later, he is still there, saving thousands of lives of some of the most destitute people on earth. Young patients come to him with horrendous tumors, heart disease and backs severely deformed by tuberculosis of the spine or scoliosis. He is often the first doctor these kids have ever

seen. They come in sick and frightened; they leave hopeful and smiling.

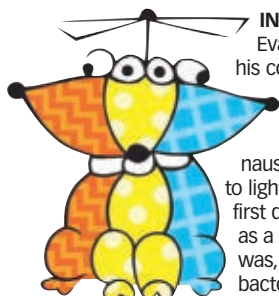
Whenever a new patient arrives, Hodes takes a photo and sends it on with the blood tests and X-rays for consultations with other physicians. "Why are you sending me a picture," a doctor will inevitably ask. "This isn't just a back," he replies. "This is a soul."

He sends his patients all over the world for surgery, wherever doctors will contribute their services, and he is often on the road to raise funds for their airfare. Every penny sent to his organization is used for the children.

Despite the long hours and the misery he encounters, Hodes is a happy man. He believes that God puts in his path those who need his help. He says it is written in the Talmud "whoever saves a life, it is considered as if he saved an entire world."

—Costco member Marilyn Hewitt, author of *This Is a Soul* (William Morrow, 2010).

## Knowledge is strength



**Tripod helps educate youngsters about meningitis symptoms.**

**IN 1998, 20-YEAR-OLD** Evan Bozof, a pitcher for his college baseball team, called home to complain of a major headache and feeling nauseated and sensitive to light. What was first diagnosed as a "little virus" was, in fact, bacterial meningitis. Evan fought for 26 days, during which time both of his arms and legs were amputated, but he could not be saved. After Evan's death, his parents learned there was a vaccine that might have prevented him from catching the disease.

"I didn't want another family to go through what we had to go through," Lynn Bozof says.

**National Meningitis Association**  
Lynn Bozof  
Atlanta, GA  
[www.nmaus.org](http://www.nmaus.org)

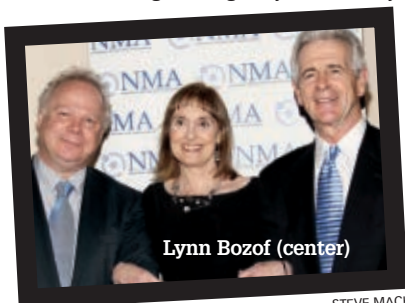
The Bozofs, Costco members in Atlanta, started working in their area to raise awareness. "We met other families in the same situation as we were, and we thought we would have more of an impact if we banded together," she says. "So five parents formed the [national] organization; three had lost children to meningitis and two parents were left with children who were quad amputees."

Since its founding in 2002, the National Meningitis Association has made a difference, getting its message out to millions of people through award-winning radio and television public service announcements, community and medical outreach programs, and testimonials to legislative bodies. Its website is rich with information on the disease and prevention, including a state-by-state rundown on laws and recommendations for inoculation. But it's the stories of the children who were lost or disabled by the disease that have the most impact.

"There is no 'normal' after losing a child," Bozof says. "Everything is different. And to know that it can be prevented, had you just known ..." —Steve Fisher

### SHARE YOUR STORY

If you have a note, photo or story to share about Costco or Costco members, email [connection@costco.com](mailto:connection@costco.com) with "The Member Connection" in the subject line, or send it to: The Member Connection, *The Costco Connection*, P.O. Box 4088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

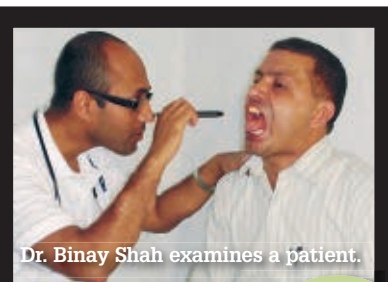


Lynn Bozof (center)

STEVE MACK



AMY AHLSTROM



Dr. Binay Shah examines a patient.

**The Binay Tara Foundation**  
Binay and Tara Shah  
Clarkston, WA  
<http://binayfoundation.org>

## Reaching across the world

**WITH AN ANNUAL BUDGET** of just a few thousand dollars, the foundation that Dr. Binay Shah and his wife, Tara, run is tiny compared to other groups. But its value is priceless.

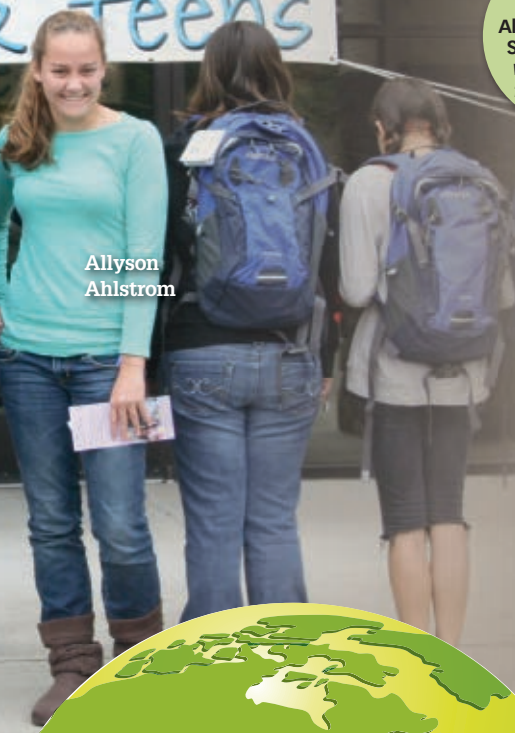
The Shahs, Costco members in Clarkston, Washington, started the Binay Tara Foundation in 2007. With a small number of other doctors and supporters, the organization helps young doctors and medical students in Nepal learn effective treatment methods. As a result, thousands of patients in that impoverished nation will enjoy better healthcare.

"Ever since I was young, I wanted to help people, but I didn't have the money or the means," says Dr. Shah, who grew up in Nepal. "I always believed that with me being a physician, the best way I could help would be to contribute to health and education."

The foundation meets its goals through several efforts, all simple and low cost. One is a weekly, hour-long online telemedicine confer-



# Threads for Teens



Allyson Ahlstrom

**Threads for Teens**  
Allyson Ahlstrom  
Santa Rosa, CA  
[www.threadsforteens.com](http://www.threadsforteens.com)

## Clothes for a cause

AT THE AGE OF 14, fashion-obsessed Allyson Ahlstrom found inspiration in the book *Generation Change*, by Zach Hunter (Zondervan,

2008). Ahlstrom, whose parents are Costco members, came up with an idea to provide free name-brand clothing for underprivileged teen girls. Within hours, in January 2010, she came up with the name Threads for Teens, designed a logo, researched clothing companies and composed a letter asking for donations.

She held her first shopping night in August 2010. Girls—primarily in foster care or from group homes—were able to pick out two head-to-toe outfits, including accessories and backpacks filled with school supplies, lip gloss and coupons for a haircut.

From the beginning the response from clothing companies was overwhelming. Luckily, Ahlstrom—now 16 and a junior in high school—was able to use a donated storage space until another supporter provided a storefront.

To date, the Santa Rosa, California, teen has helped more than 150 girls and received upward of \$65,000 in clothing and cash donations.

Explaining her decision to help by providing clothing, Ahlstrom writes on her website. "When a girl feels great about what she has on, she has more confidence and higher self-esteem."

In August of this year, Ahlstrom also organized an event where she gave out 75 backpacks filled with school supplies.

Running Threads for Teens has shown Ahlstrom that she'd rather manage her own boutique than design the fashions within. In September 2011 she got 501(c)(3) status. And while her "dream school" is Harvard, she has a bigger goal of seeing Threads for Teens in each of the 50 states.

Ahlstrom concludes, "One thing I like to say is, if everyone does a little, no one has to do a lot."

—Stephanie E. Ponder

## Costco members changing the world

CHRIS A. RUSNAK

## One man's revolution

**CHRIS WADDELL** WAS paralyzed from the waist down in a skiing accident in 1988. He refused to give up and went on to become the most decorated male skier in Paralympic history.

Waddell, the subject of the documentary *One Revolution*, about his 2009 journey to become the first paraplegic to reach the summit of Mount Kilimanjaro, then founded One Revolution Foundation. Its Nametags program encourages kids to challenge the assumptions and limitations that result from the labels that we give to ourselves and others.

"It's not what happens to you," he says. "It's what you do with what happens to you."

—T. Foster Jones

ence, in which Dr. Shah and other volunteer physicians spend an hour with doctors in Nepal discussing the most challenging cases of the week; the American doctors offer diagnoses and make treatment recommendations.

Also, the foundation has awarded modest research grants to medical students in Nepal to give them a chance to learn the latest treatment methods. So far, eight grants have been awarded, reports Dr. Shah, an oncologist.

The biggest project to date was a trip last May to Nepal, where Dr. Shah and two other physicians made presentations on advanced treatments to about 200 students and doctors. Gradually, he says, all these efforts will improve healthcare in his native country—and save lives.

"We believe by educating a few physicians we'll eventually be helping thousands of patients," he says. "This is an effective and low-cost way to change the society and how healthcare is offered."—Tim Talevich

**One Revolution**  
Chris Waddell  
Park City, UT  
[www.one-revolution.org](http://www.one-revolution.org)



MIKE STONER



DAVID J. WEST

## Opening doors of hope

### WOOD SCULPTOR

Daniel Pettegrew has created eight Doors of Hope to bring attention to the Erin Kimball

Memorial Foundation ([www.erinkimball.org](http://www.erinkimball.org)), which helps women left homeless because of domestic violence.

Each of the doors is nearly 7 feet by 3 feet, carved from wood and stained in different colors. The collection is currently on display at various business locations around St. George, Utah, not too far from where the artist, a Costco member, lives.—SEP

**Doors of Hope**  
Daniel Pettegrew  
St. George, UT  
[www.doors-of-hope.org](http://www.doors-of-hope.org)



# Holiday gift guide

Tatiana, daughter of  
Monica, Issaquah, WA

2011

Jacob, son of Lisa,  
Home Office

D





### **Kirkland Signature™ Nativity Set**

This meticulously crafted 19-piece indoor nativity includes hand-painted figures and a dazzling, moss-covered crèche that sets the stage for the story of the birth of Jesus. Item #915661. Also available on Costco.com.

### **Kirkland Signature Tissue Paper**

Premium-quality white and printed tissue paper in packs of 400 (white) and 120 (printed) sheets. Printed sheets come in an array of colors. Item #608608 (white), #621621 (printed)



### **Handcrafted Christmas Cards**

These unique handcrafted greeting cards come with self-seal envelopes and a keepsake box. Item #969969, #920920



### **A. Kirkland Signature Holiday Garland, Holiday Wreath and Holiday Door Swag**

The finely crafted pre-lit garlands will bring back the joy year after year; the fresh appearance of the holiday wreath will last season after season; the holiday door swag will give your home a festive but classic look. All three are available in color-coordinating and matching styles: gold, red/burgundy, snow. Item #915681, #886886, #894894

### **B. Kirkland Signature Wire-Edged Ribbon**

Fifty continuous yards, great for decorating your home or gifts. In assorted colors and styles. Item #175504

### **C. Kirkland Signature Christmas Wrapping Paper**

Choose from several styles (including traditional, whimsical and juvenile prints). Options include four rolls of luxury wrapping paper, featuring foils and specialty prints, and single rolls of reversible wrapping paper or foil. Various item numbers.

### **D. St. Eve Kids' Microfleece Lounge Pants**

Warm, cozy and perfect for lounging! Available in assorted boys' and girls' prints. (Tops not available.) Sizes: 5/6–14/16. Item #412287

### **E. Kirkland Signature Curling Ribbon and Bows**

The holiday curling ribbon and bow box contains 50 holiday gift bows and 600 feet of ribbon in various colors, styles and patterns. Item #697697

### **F. Specialty Trim Ribbon**

Get creative with eight unique designs stretching 80 yards (10 yards each). Item #915331

### **G. GE Energy Smart® LED Holiday Light Strings**

These seasonal LED lights come in a variety of styles and are Energy Star certified, saving up to 80% on energy costs. They feature Constant ON™ technology and are cool to the touch. Connect up to 25 sets. Various item numbers.



**ABOUT PRICES:** Item prices have not been included in this catalog because prices vary by region due to shipping expenses. Additionally, in many cases, negotiations with suppliers may still have been under way at press time. We strive in every case to offer the best value on an item and invite members to compare prices. Please note that products may not be available at all warehouse locations and that quantities are subject to change. Some items can be found only at our warehouses; some are also available online at Costco.com.

Unless otherwise noted, all items will be available in late October or early November.





### Men's Ultra Tech Jacket

You'll stay warm and dry in the elements in this jacket. Features a durable, water- and wind-resistant shell, polyester fiberfill, a zip-off bucket hood, warm fleece and bib front. Colors: black, olive, gray. Sizes: M-XXL. Item #562565

John,  
Bellingham, WA



**American Girl® Box Set with Mini Doll**  
Discover the stories she'll treasure forever with the newest American Girl historical characters: Céile™ and Marie-Grace™, along with others, including Molly.® Each set has six books and a 6" mini doll. Other box sets available. Item #598497







**Crayola Creativity Art Tub**  
Contains everything from crayons to Silly Putty so your little artist (ages 3 and older) can create masterpiece after masterpiece! With added storage. Item #120610



**Disney 3-Piece Set Night Lights**  
Add some holiday sparkle and cheer to your home with Christmas-themed night lights featuring Mickey, Minnie and Pluto in this three-piece set. Item #792792

**LeapFrog Learn-to-Read Bundle**  
Make learning to read fun and easy with this Tag Reading System bundle for ages 4 to 8. Includes 12 books focusing on reading skills and a Tag Interactive Pen for increased engagement and entertainment. Item #536054



**Deluxe Edition Smart Globe**  
Simply touch the wireless pen to the globe to learn amazing facts about the world and expand your geographical knowledge. Includes 30 activities, downloads, SmartBook and AC adapter. Item #113318



**LED Rope Light**  
This 18" LED rope light is cool to the touch when lit, and is flexible and easy to install. Great for pathways, trees, kitchens, gardens, bars, holiday décor, rooflines and decks. Item #988232, #988464



**Wooden Activity Set with Characters**  
The interactive activity storybook and wooden characters help guide your child through stories of friendship and fun! Design outfits and customize cars with mix-and-match magnetic accessories that showcase each special adventure. Includes wooden storage case. Choose from Cars, Disney Princess, Tangled or Dena Designs. Item #537247



*Unless otherwise noted, all items will be available in late October or early November.*



A



B



#### Xbox 360 with Kinect

The complete Xbox 360 experience with the controller-free fun of Kinect! Includes built-in Wi-Fi, Kinect sensor, 3-month LIVE card, 250 GB hard drive, Kinect Adventures! and Carnival Games: Monkey See, Monkey Do. Item #788884. Also available on Costco.com.

#### Skylanders:

##### Spyro's Adventure

Frozen in our world. Alive in theirs. Only you can put them on the Portal of Power and bring them back to life to save Skylands. Available for Wii, Xbox 360 and PS3. Item #609042, #609052, #609062. Also available on Costco.com.

*Unless otherwise noted, all items will be available in late October or early November.*





#### A. Sony DVP-FX96 9" Portable DVD Player

Enjoy sharp, crisp video and images with this high-resolution portable DVD player. Features a convenient, 9" swivel screen for easy viewing and a rechargeable battery with up to six hours of life for extended use. Includes car charger. Item #580966. Also available on [Costco.com](#).



#### Sony Playstation System

The PlayStation 3 lets you go gaming, watch HD movies with the built-in Blu-ray player, stream thousands of hours of TV and movies from Netflix and Hulu Plus, and enjoy free access to PlayStation® Network. Also available on [Costco.com](#).



F



#### A. Sony 46" Bravia KDL-46EX621 LED LCD HDTV

Experience amazing full HD 1080p with Sony's X-Reality™ engine. Amazing contrast and smooth motion with Edge LED back-lighting and Motionflow™ 120 technology. Access apps with Sony Internet TV. Item #946621. (WiFi ready; adapter sold separately on [Costco.com](#), #521557.)

#### B. Sony 3D Blu-ray Player with WiFi

The BDP-BX58 lets you instantly stream a variety of TV episodes, movies, music and sports from Netflix®, YouTube™, Pandora® and more. Connect to the Internet through built-in WiFi and enjoy 3D Blu-ray Disc full HD playback. Includes HDMI cable. Item #570578. Also available on [Costco.com](#).

#### C. V-Moda Remix 4S Headphones

These universally compatible in-ear headphones with inline mic and control feature noise-isolating fittings and Kevlar®-reinforced fabric cables for durability. Skype adapter, pouch and detachable sport ear hooks are included. Item #599404

#### D. LEGO Harry Potter: Years 5-7 Video Game

Based on the last three Harry Potter books and final four films, this video game takes players through Harry's heroic adventures from Privet Drive in Little Whinging to Diagon Alley, Hogsmeade and Hogwarts, preparing them for the ultimate battle against Lord Voldemort! Xbox 360: Item #137322; Wii: Item #137290; DS: Item #137394

#### E. Disney Universe Video Game

This nonstop action-adventure video game brings the wonderful worlds of Disney together for the first time. Take your virtual characters and explore various movie-inspired storylines while facing exciting challenges. Wii: Item #605633; Xbox 360: Item #605643. Also available on [Costco.com](#).

#### F. Sony 40" Bravia KDL-40BX421 LCD HDTV

Enjoy incredible value and brilliant 1080p full HD Sony picture quality. Three HDMI inputs and PC input. Bravia® Sync™ compatible, allowing easy operation and control with other Bravia Sync compatible devices. Item #974040. Also available on [Costco.com](#).





A



B



C

#### Panasonic 2.1 Sound Bar with Subwoofer

Flexible installation to complement any TV size. Install horizontally as sound bar system or vertically as towers with included stands (see inset image). Powerful down-firing subwoofer. Features two HDMI inputs, one HDMI output and one optical output. HDMI cable and optical cable included. Item #601515



VERTICAL INSTALLATION



HORIZONTAL INSTALLATION

#### A. Samsung 23" T23A350 1080P LED LCD HDTV

Delivers a visually stunning picture with the built-in TV tuner and Picture-in-Picture (PiP) to watch your favorite TV programs. Item #923350

#### B. Sharp Quattron 60" LC-60LE832U 1080P LED LCD HDTV

Incorporates Sharp's exclusive Quattron technology, which adds yellow to the standard red, green and blue pixels, resulting in a brighter, more vivid picture. Also features 240 AquaMotion for remarkably smooth motion during fast scenes. Item #886060. Also available on [Costco.com](http://Costco.com).

#### C. Sharp Quattron 70" LC-70LE733U LED LCD HDTV

Features include 240 AquaMotion, revolutionary Quattron technology and a viewing area that's 62% larger than that of a 55" screen. Item #707330. Also available on [Costco.com](http://Costco.com).

#### D. Star Wars:

##### The Complete Saga on Blu-ray

May the force be with you! Features all six live-action *Star Wars* feature films, utilizing the highest-quality picture and audio presentation, along with three additional discs and more than 30 hours of deleted scenes, alternate scenes, exploration of the *Star Wars* archives and more. Item #595013

#### E. Looney Tunes Golden Collection DVDs, Volumes 1-6

Enjoy the exploits of Bugs Bunny, Daffy Duck, Porky Pig and the rest of the fabulously funny Looney Tunes characters in some of the most wildly imaginative cartoon shorts ever created. More than 40 hours of fun-filled content. Includes exclusive bonus DVD. Item #594826

#### F. Shirley Temple DVD Assortments

Start your Shirley Temple DVD collection with these memorable and charming classics in three assortments, each with six titles. Item #598787







G

Kathy,  
Home Office

**G. Vizio 42" Class E422VA 1080P LCD HDTV**

The E422VA with Vizio Internet Apps™ puts the best of the Web right on your TV screen. With built-in WiFi (802.11n) for easy setup, this HDTV also boasts full 1080p HD and delivers superior picture and audio quality at an amazing value. Item #924221

For information about Women's Microfleece Pajamas (shown on model), see page 18 of the Holiday Gift Guide.

*Unless otherwise noted, all items will be available in late October or early November.*



TO:  
*Mom & Dad*



**A. Vizio 46" Class M3D460SR 3D Edge-Lit Razor LED LCD HDTV**  
Enjoy breathtaking, Passive 3D in the comfort of your own home! This Passive Theater 3D offers a crystal-clear image with lightweight, flicker-free glasses. Featuring 240Hz SPS refresh rate for amazing clarity. Includes built-in WiFi (802.11n), Vizio Internet Apps with QWERTY remote and four pairs of 3D glasses. Item #946030

**B. Panasonic 60" TC-60PS34 1080p Plasma HDTV**  
Featuring unique image-analysis technology, this plasma TV virtually displays each frame in a shorter length of time to create a smoother, crisper experience. Item #960340. WiFi ready with Easy IPTV for Web entertainment (adapter sold separately on Costco.com; #944847.)

**C. Samsung 60" UN60D6450 3D 1080P LED LCD HDTV**  
This ultra-slim 60" HDTV provides a stunning 3D experience for your favorite 3D movies and TV programs. Features Smart TV with Samsung Internet Apps and 2 pairs of rechargeable 3D glasses. Item #960450. (WiFi ready; adapter sold separately on Costco.com #520738.)

**Philips DS7550 Portable iPhone/iPod Speaker Dock**  
Plays and charges your iPhone/iPod. Portable, with built-in li-ion rechargeable battery, slim design and robust aluminum finish. Includes neoprene carrying case and AC adapter. iPod not included. Item #587550







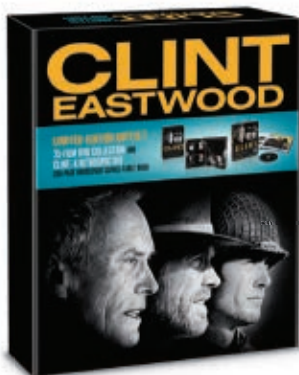
**iHome iP23 iPhone/iPod Alarm Clock**  
You can wake up to your iPhone, iPod or buzzer using the two independent alarms. Charge your iPhone or iPod while you sleep. iPhone/iPod not included. Item #585023



**Sansa Clip Zip 8 GB MP3 Player**  
Clip on and enjoy the ultimate on-the-go music experience with color screen, FM radio, voice recorder, stopwatch and more. Item #591821.



**Logitech Harmony 650 Universal Remote**  
With a color screen and one-touch activity control, the 650 brings you showtime in no time; controls up to five devices. Item #600650



**Clint Eastwood Limited-Edition DVD Collection**  
Explore the man behind the movies with this limited-edition gift set chronicling the life and career of legendary actor/director Clint Eastwood. Features 35 films on DVD, a feature-length documentary and a 288-page hardcover coffee-table book. Item #594824



**Holiday CD Music Assortment**  
Each CD was created and customized exclusively for Costco. *This Christmas* features 26 of today's stars, including Andrea Bocelli, James Taylor and Mariah Carey; *A Classic Christmas* features favorites such as Ella Fitzgerald, Andy Williams and Bing Crosby; *Disney Holiday Favorites* entertains kids with Belle, Mickey and Goofy, Pluto and more. Item #593492

**Jacqueline Kennedy: Historic Conversations on Life with John F. Kennedy**  
This firsthand oral history of the life of John F. Kennedy provides an astonishingly intimate, detailed look into the life of the beloved husband and president. Available to the public for the very first time in a deluxe illustrated book and CD set. Item #593142



Unless otherwise noted, all items will be available in late October or early November.





#### Pandigital 12" Digital Photo Frame

Enjoy all your precious memories in one single elegant frame. Stores up to 8,000 photos, plays audio and video, and features Wi-Fi and Bluetooth® compatibility. Item #596315



#### Sony HDR-CX160 Camcorder and Soft Carrying Case

This stylish, ultra-compact camcorder takes 1920 x 1080 HD videos. It features an "Exmor R" CMOS sensor for superb low-light performance, 3" LCD touch screen, all-capturing wide-angle G lens and 16 GB embedded flash memory for up to six hours of recording. Includes soft carrying case. Item #568158

#### Panasonic Lumix DMC-ZS10 Camera

Shoot 1080 HD video with this smart, 14.1-megapixel camera. Features include a 24 mm wide angle, 16x optical zoom and 3" LCD touch screen. Comes with 4GB SD card and leather case. Item #567574. Also available on Costco.com.



Jessica, Aurora Village, WA



#### Nikon Coolpix S8200 Digital Camera

Great shots are a snap with this 16.1-megapixel camera with 14x wide optical zoom, 3" hi-res LCD display and 1080p HD movie feature. Includes a 4 GB memory card and camera case. Item #596243. Also available on Costco.com.







#### ● **FUJIFilm Fine Pix XP20 Digital Camera**

The XP20 is the perfect go-everywhere, capture-everything camera. Waterproof, shockproof, dustproof and freeze-proof. Features 5x optical zoom and HD movie recording. Includes 4 GB SD card and case. Item #566509

#### **Squier® SE Special Stratocaster® Electric Guitar Pack** ●

This set features a great-sounding, sweet-looking and easy-playing Squier SE Special Stratocaster® electric guitar and 10-watt practice amp. Also includes an instructional DVD, electronic tuner, guitar strap, gig bag, guitar cable, guitar stand and picks. Item #591711



#### ● **Ism1028X Karaoke Machine**

Entertain family and friends with this CD-G Karaoke System. Features include an iPod dock, two wired microphones and a 7" color LCD monitor. iPod not included. Item #588146



#### ● **Canon EOS Rebel T2i Camera Bundle**

Enjoy professional EOS features in an easy-to-use, lightweight digital SLR. This 18.0-megapixel camera shoots full HD movies, increases light sensitivity for low-light photography and captures up to 3.7 frames per second. Includes 18-55 mm IS and 55-250 mm IS lenses, camera bag and SD card. Item #557283, #598609. Also available on Costco.com.



#### ● **Casio CDP220 Keyboard**

Perfect for all levels of ability, this 88-note keyboard is crafted to deliver the joy of piano playing to experts and beginners. Weighted and scaled hammer action, 670 tones, 200 rhythms and an SDHC card slot combine to create an outstanding authentic musical experience. Includes power adapter, sustain pedal and piano bench. Item #591722. Also available on Costco.com.

Unless otherwise noted, all items will be available in late October or early November.



**A. Waring Pro® Belgian Waffle Maker**

Make delicious Belgian-style waffles right at home. The rotary feature ensures even baking, and the temperature control allows you to pick your shade preference from light to dark. Also features LED power and ready light, and an audible beep to let you know when your waffle is done. Item #520766

**B. Kirkland Signature™ 13-Piece Stainless Steel Cookware**

All pieces are constructed of 18/10 stainless steel. Each pot is suitable for all cooktops, including induction, and features a base of two layers of stainless steel and two layers of aluminum with a copper core. Item #559728

**C. J.A. Henckels 9-Piece Cutlery Set**

Crafted from German stainless steel, this cutlery set features three-rivet, ergonomically contoured handles on each piece, designed for optimal comfort and precision. Dishwasher safe. Item #559821

**D. Haeger® Pizza Stone with Cookbook**

Natural stoneware provides even heat distribution for baking exceptional pizzas, cookies and breads. Features side handles for balance and easy handling. Hardcover cookbook included. Item #337945

**E. Joseph Joseph Chopping Board Set**

Prepare vegetables, fish, raw meat and cooked food safely and separately with this multi-award-winning categorization system designed to reduce the likelihood of cross-contamination of different foods. Includes stylish storage case with four individual, color-coded chopping boards. Dishwasher safe. Item #552242



A

Amanda,  
Home Office



● **Women's Plush Robe**

This full-length wrapping robe with patch pockets and a matching belt is made of luxurious plush fleece. Colors: pink, Kasmir blue, smoky cyan, ivory. Sizes: XS-XXL. Item #575820



B

Unless otherwise noted, all items will be available in late October or early November.





**Keurig Platinum Brewing System**

At the touch of a button, this sleek home brewing system delivers a perfect cup of coffee, tea, hot cocoa or iced beverage in less than a minute. Features five brew sizes, programmable LCD, My K-Cup® and 60 K-Cup® portion packs. Item #520673. Also available on Costco.com.



**Pure Komachi2 Knife Set**

This six-piece knife set features high-carbon stainless steel, nonstick coated blades, extremely sharp edges and contoured, lightweight handles to cover all of your food-cutting needs. Item #475306



D



E



FOR:  
*The Cook*



**KitchenAid Professional 5.5-Quart Stand Mixer**

Featuring a powerful 575 watts, this stand mixer handles large batches. Soft Start eliminates "flour puff" when mixing starts, and 67 points of mixing action reach every part of the bowl. Color selection varies by warehouse. Item #511513





#### A. Two-Tier Serving Plates

This beautifully crafted cast-aluminum and stoneware server is a tasteful and functional way to display fruit, appetizers or desserts. Item #562976

#### B. Luigi Bormoli Break-Resistant Wine Stems

Made in Italy, these 20-ounce all-purpose stems are perfect for red or white wine. Each stem features titanium reinforcement for greater strength. Set of 8. Select locations only. Item #428182

#### C. Trudeau Graviti Salt and Pepper Mill Set

With a refreshingly modern look and easy, one-hand operation, these mills make seasoning a breeze! Item #569170

#### D. Fresh Whole Turkey

Costco's fresh turkeys contain no preservatives, other additives or added salt, and are USDA Grade A. Butterball in some regions; Foster Farms in others. Available in mid-November. Item #57513, #97705

#### E. JBS Swift/Kirkland Signature™ Rack of Pork

This eight-rib rack is juicy and flavorful, with the bones "frenched" (cleaned and trimmed at the ends). Item #46371

#### F. Grade A Scallops

100% natural Grade A fresh sea scallops are perfect as an entrée or appetizer—grilled, sautéed or broiled. Item numbers vary by region.

#### G. Bone-in Beef Rib Roast

The flavor and generous marbling of this hand-trimmed, grain-fed, USDA Choice beef rib roast make it a cut above the rest. Item numbers vary by region.

#### H. Kirkland Signature Rack of Lamb

Perfect for any holiday centerpiece, this "frenched" Australian rack of lamb is all natural, pasture raised and free of artificial additives and growth hormones. Item #18499

#### I. USDA Choice Extreme Trim Beef Tenderloin

Decadently delicious and juicy, this uncut filet mignon, in roast form, is a gorgeous centerpiece. Available in mid-November. Item #55553

#### Black Tiger Prawns

These farmed, 100% chemical-free black tiger prawns have been split along the back and deveined for your convenience. Great on the grill; serve as an entrée, in a salad or as an appetizer. Item numbers vary by region.



#### Heritage Serving Platters 2-Pack

This elegant set of white porcelain serving platters features metal handles. Dishwasher safe. Item #564616







D



E



F



G



H



I

*Photos of food represent serving suggestions. Unless otherwise noted, all items will be available in late October or early November.*



### Enzo Mantovani 100% Cashmere Scarves

Sophisticated and richly textured, these scarves are the must-have accessory of the year for both men and women. Luxurious, ultra-soft and available in a choice of six classic colors and six timeless plaid patterns. Item #568461

### Komar Kids' Plush Robes

These warm and cozy robes come in fun, assorted prints for boys and girls. Sizes: 5/6–14/16. Item #669320

### K. Bell Soft Angora Slipper Socks 2-Pack

Designed for maximum comfort and made from the highest-quality material, these luxurious slipper socks come pre-wrapped and make the perfect gift! Item #581393

### Field & Stream Men's Quilted, Hooded Flannel Shirt

Made from 100% preshrunk cotton; gets softer with each wash. Features a fleece hood and stitched-in chest warmer. Item #562568







• **Women's Micro-fleece Pajamas**

Snuggle up in these super-soft microfleece pajamas. Complete with a draw-string waist and contrast satin binding. Various colors and patterns. Sizes: XS–XXL. Item #576077



Channay,  
Home Office



• **Kirkland Signature™ Women's Full-Zip Jacket**

This women's jacket is extremely versatile and as comfortable as ever. Made from French rib fabric with a touch of stretch. Colors: white, burnt coral, crushed berry, teal, light iris. Sizes: S–XXL. Available in late November. Item #573410

• **Champion Youth Sports Performance Gear**

Wicking fabric channels moisture from the skin for increased dryness during rigorous workouts. Twill-backed stretch fabric effectively protects against colder weather. Assorted colors for boys and girls. Sizes: 5/6–18/20. Item #665207

*Unless otherwise noted, all items will be available in late October or early November.*





#### **Diamond Cluster Necklace**

This elegant 17" necklace features 469 round diamonds, totaling 18.85 carats, set in 18-kt. white gold. Item #595342

#### **French Truffles Dusted with Cocoa Powder**

Made with the finest selected ingredients and rolled in cocoa powder for an exquisite finish, these truffles are the perfect treat for all occasions and the holiday season. Item #3379, #108644

#### **Diamond Cluster Earrings**

These beautiful 2.85 ctw diamond earrings are set in 18-kt. white gold with friction posts. Item #595347

*Unless otherwise noted, all items will be available in late October or early November.*



#### Diamond Tennis Bracelet

Sparkling 4.00 ctw round diamonds in a classic X's and O's 14-kt. white gold bracelet. Item #433785



#### Double-Row Diamond Band

Bold and captivating for her, the 2.00 ctw round diamond band is set securely in platinum. Item #955759



#### One-of-a-Kind Diamonds

One-of-a-kind diamonds are available at your local warehouse and Costco.com. These include round diamond wedding ring; cushion-cut diamond ring; radiant-cut diamond wedding ring; diamond heart pendant. Selection varies by location.



#### Flameless LED Candles with Timer 4-Pack

Enjoy safe and beautiful candlelight with these radiant, flameless 6" candles. With a built-in timer and a patented realistic flicker and warm glow to any setting. Batteries included. Item #704348





**Timberland Quarter-Zip Microfleece Pullover**

Great as a layering piece or a stand-alone jacket, this microfleece top has stretch jersey trim for comfort and performance during your favorite outdoor activities. Colors: red, green, gray, black. Sizes: M-XXL. Item #568516

Sean, Home Office



A



B



C



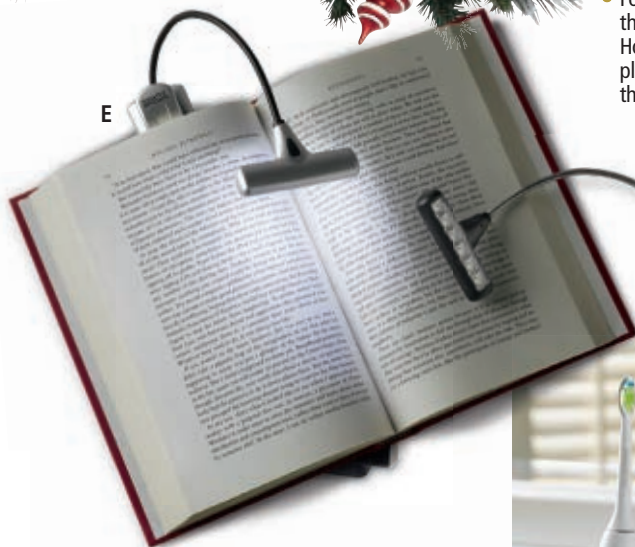
D







For information about the Kirkland Signature™ Holiday Garland (above), please see page 2 of the Holiday Gift Guide.



E

#### A. AcuRite Deluxe Weather Forecaster

Generates a forecast while tracking temperature, humidity, barometric pressure, time and date so you'll always be prepared for the day's weather. Item #518346

#### B. Philips Norelco SensoTouch 3D Razor

With the Gyroflex 3D system and UltraTrack heads that adjust seamlessly to every curve of the face, this razor minimizes pressure and irritation while maintaining the closest shave. Shave wet or dry. Includes extra replacement head, case and charging stand. Item #583594. Also available on Costco.com.



F

#### C. Jabra JOURNEY Bluetooth Car Speakerphone

The HD voice microphone enhances noise cancellation, and the JOURNEY car speakerphone turns itself on and off automatically. Simply use your voice to make and take calls hands free. Item #591733

#### D. Garmin nuvi 1390LMT 4.3" GPS

This slim, compact navigator comes with lifetime Map updates and lifetime Traffic alerts, Lane Assist with Junction View, pedestrian navigation options, hands-free Bluetooth calling and ecoRoute to calculate a more fuel-efficient route. Item #478198

#### E. MightyFlex 6-LED Book Light

Enjoy 100,000 hours of light with these super-bright, energy-efficient LEDs that clip anywhere and travel everywhere. Features include two brightness levels and a flexible arm that shines light where you want it. Item #288990

#### F. Philips Sonicare HealthyWhite Rechargeable Toothbrush 2-Handle Pack

HealthyWhite uses sonic technology for effective plaque removal. Its whitening mode is proven to remove coffee, tea and red wine stains for a whiter, brighter smile. Includes two handles, UV sanitizer with charger, travel charger, three brush heads and two travel cases. Item #425087. Also available on Costco.com.



#### Snap-on Multifunction Tool Set

This three-piece multifunction set includes large multifunction tool with pouch, mini multifunction tool, LED light with key chain and deluxe gift package. Item #573155

#### Bridgestone Auto Safety Kit

Prepare your vehicle for the unexpected with this emergency kit from Bridgestone. Includes 12' booster cables, emergency triangle, 300 psi air compressor, flashlight, batteries and much more, all comfortably contained in a portable fabric case. Item #504197



Unless otherwise noted, all items will be available in late October or early November.



**COSTCO.COM** HOLIDAY savings

# THERE'S MORE ON **COSTCO.COM**

Same Costco quality at  
the lowest possible prices

No additional charge for  
shipping on most items

Home delivery

White glove  
delivery on most  
furniture items

No-hassle  
returns at any  
Costco location



**COSTCO**  
COM



## COSTCO.COM MOBILE WEB

The best possible prices on quality brand-name merchandise within reach from your Web-enabled phone!



### Joy of the Season Meat and Cheese Board Pallet

Savory garlic summer sausage, rich Asiago cheese, spicy brown mustard, wine bites, bamboo cutting board and more.

**\$1,899.99 Delivered** #595272 Costco.com only.

PALLET CONTAINS  
**75** GIFT  
BOARDS

Also available:

**Joy of the Season Meat and Cheese Board**

**\$29.99 Delivered** #585430 Costco.com only.

### Starbucks® Fireside Coffee and Tea Gift Basket Pallet

The perfect gift for a coffee or tea lover, or a Starbucks devotee. Features popular Starbucks products, including scrumptious mocha and Almond Roca, delicious coffees, vanilla syrup, VIA Ready Brew and more.

**\$1,999.99 Delivered**

#439984

Costco.com only.

PALLET CONTAINS  
**60** GIFT  
TOWERS



### Saber Knives 20-Piece Knife Set

Hot-drop-forged German steel, professional-grade cutlery. Includes 18 knives and two drawer blocks.

**\$219.99 Delivered**

**After \$80 OFF**

Valid 11/25/11-12/11/11

#602420 Costco.com only.



PALLET CONTAINS  
**144** GIFT  
TOWERS



### Sugar Plum Tower Pallet

Five elaborate boxes boast a tempting array of goodies, from yummy yogurt-covered pretzels and shortbread cookies to luscious truffle balls and Ghirardelli® chocolate squares with caramel filling.

**\$2,499.99 Delivered** #533772 Costco.com only.



PALLET CONTAINS  
**80** GIFT  
TOWERS

### Rocky Mountain Chocolate Factory® Sweet Delight Gift Basket Pallet

A sweet delight.

A charming wood chip basket is bursting with tempting, mouthwatering treats from the Rocky Mountain Chocolate Factory.

**\$2,199.99**

**Delivered**

#359238

Costco.com only.



### D'Artagnan Game Sausage Variety Pack

20 duck, 20 venison and 20 wild boar sausages.

**\$79.99 Delivered**

Valid 11/11/11-11/30/11

#523414

Costco.com only.

D'ARTAGNAN

WATCH PRODUCT VIDEO ONLINE



### Hancock Gourmet Lobster Co. Maine Coast Gourmet Seafood Lobster Clambake

Serves two, generously.

Includes Maine lobster tails, tiger shrimp, mussels, clams and more. Ready to heat and eat. Total food weight 2 lbs. 12 oz.

**\$54.99 Delivered**

Valid 11/11/11-11/30/11

#205573 Costco.com only.



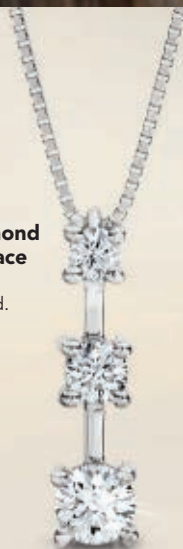
Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on [www.costco.com](http://www.costco.com). Most online coupons at [www.costco.com](http://www.costco.com) are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. \*Using the product search box located at [www.costco.com](http://www.costco.com), please enter the provided search phrase to find the product(s). Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.



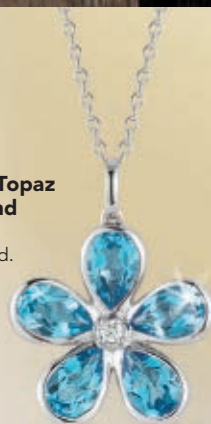
**Emerald and Round Cut Diamond Necklace (.88 ctw)**  
14kt white gold.  
**\$2,599.99 Delivered**  
#582997



**Round Diamond Drop Necklace (.70 ctw)**  
14kt white gold.  
**\$1,599.99 Delivered**  
#582533



**Floral Blue Topaz and Diamond Necklace**  
14kt white gold.  
**\$549.99 Delivered**  
#597744



**Emerald and Round Cut Diamond Ring (1.22 ctw)**  
Platinum.  
**\$4,799.99 Delivered**  
#582991



**Blue Topaz and Diamond Ring**  
14kt white gold.  
**\$1,099.99 Delivered**  
#598987



**5-Stone Oval Diamond Ring (1.00 ctw)**  
Platinum.  
**\$2,499.99 Delivered**  
#598449



**Princess Cut Diamond Ring (3.55 ctw)**  
Platinum.  
**\$13,499.99 Delivered**  
#605543



**Pink Sapphire and Diamond Ring**  
14kt rose gold.  
**\$1,299.99 Delivered**  
#598984



**Round Brilliant Diamond Ring (1.74 ctw)**  
18kt white gold.  
**\$9,599.99 Delivered**  
#277183

**Round Diamond Huggie Earrings (.25 ctw)**  
14kt yellow gold.  
**\$769.99 Delivered**  
#598451



**Diamond Eternity Bracelet (2.56 ctw)**  
7.25". 14kt yellow gold.  
**\$3,499.99 Delivered**  
#585490



**Round Diamond Bracelet (2.25 ctw)**  
14kt white gold.  
**\$4,599.99 Delivered**  
#596959



**Multicolor Sapphire and Diamond Bracelet**  
14kt white gold.  
**\$2,499.99 Delivered**  
#597769

## SPECIAL OFFERS VIA TEXT MESSAGE

Sign up to receive special offers via text and we will send them right to your phone! Text **COSTCO2** to **71034** now!  
Message and data rates may apply.



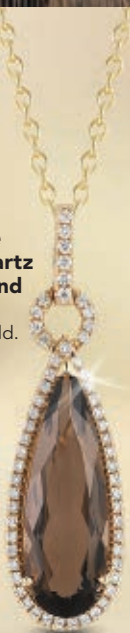
### Pear Shape Smoky Quartz and Diamond Necklace

14kt white gold.

**\$899.99**

**Delivered**

#599194



### Marquise Shape Garnet and Diamond Earrings

14kt white gold.

**\$949.99**

**Delivered**

#597794



### Marquise Shape Garnet and Diamond Necklace

14kt white gold.

**\$799.99**

**Delivered**

#597749



### Pear Shape and Round Diamond Necklace

(.41 ctw)

14kt white gold.

**\$999.99**

**Delivered**

#598425



### Round Diamond Drop Earrings (.67 ctw)

18kt white gold.

**\$1,759.99**

**Delivered**

#598325



### Pear Shape and Round Diamond Earrings (.75 ctw)

14kt white gold.

**\$1,399.99**

**Delivered**

#598459



### Pear Shape and Round Diamond Drop Earrings (.50 ctw)

14kt white gold.

**\$999.99**

**Delivered**

#598457



### 10-11 mm Multicolored Tahitian Cultured Pearl Strand

14kt white gold ball clasp.

**\$4,799.99**

**Delivered**

#601249



### Pear Shape Tanzanite and Diamond Earrings

14kt white gold.

**\$1,899.99**

**Delivered**

#597717



### Trillion Tanzanite and Diamond Ring

Platinum.

**\$2,399.99**

**Delivered**

#595479



### Pear Shape Blue Sapphire and Diamond Earrings

14kt white gold.

**\$6,599.99**

**Delivered**

#597711



All diamonds are minimum VS2 clarity, I color. Costco.com only.



## ONE-OF-A-KIND DIAMOND RINGS ON **Costco.com**

Search\*: DIAMONDNOV



All diamonds are minimum VS2 clarity, I color. Costco.com only.



### Lenovo® Z570 Brushed Metal Laptop

- 2nd generation Intel® Core™ i7 processor
- 8GB memory
- 750GB hard drive

**\$699.99**  
**After \$200 OFF**  
Valid 11/10/11–11/27/11  
#596722  
Costco.com only.

**lenovo**

### HP dv6t Select Brushed Aluminum Blu-ray™ Laptop

- Intel® Core™ i5 processor
- 6GB memory
- 640GB hard drive

**\$599.99**  
**After \$150 OFF**  
Valid 11/10/11–11/27/11  
#600265  
Costco.com only.



### Dell\*\* Inspiron 17 Blu-ray™ Laptop

- Intel® Core™ i5 processor
- 8GB memory
- 750GB hard drive
- Microsoft® Office Home and Student

**\$799.99**  
**After \$100 OFF**  
Valid 11/10/11–11/27/11  
#599507  
Costco.com only.



### HP g6x Laptop

- Intel® Core™ i3 processor
- 6GB memory
- 750GB hard drive

**\$499.99**  
**After \$80 OFF**  
Valid 10/17/11–11/13/11  
#595999  
Costco.com only.



Also available:  
**HP 2-Year Accidental Damage  
Protection and LoJack® Service**  
**\$30 OFF** #346688

\*\*Prices, specifications, availability and terms of offers are subject to change without notice. Unless otherwise noted, taxes and shipping charges are extra and vary. Dell cannot be responsible for errors in typography or photography. Dell, the Dell logo, Dimension, Inspiron, Optiplex, Latitude and PowerEdge are trademarks of Dell Inc.

Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on [www.costco.com](http://www.costco.com). Most online coupons on [www.costco.com](http://www.costco.com) are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. \*Using the product search box located at [www.costco.com](http://www.costco.com), please enter the provided search phrase to find the product(s). Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.



## CANON CAMERAS

While supplies last. Warehouse and Costco.com.

### Canon PowerShot ELPH 310 HS

- 12.1 MP HS CMOS
- 8x optical zoom
- 3.0" LCD

#599030



WATCH PRODUCT VIDEO ONLINE

### Canon EOS Rebel T2i

- 18 MP
- 3.0" LCD
- Full HD movie capture
- 18-55 mm and 55-250 mm IS lenses

#557283



### Canon PowerShot SX230 HS

- 12.1 MP HS CMOS
- 14x optical zoom
- 3.0" LCD
- Built-in GPS system

#572471



**Canon**

## NIKON COOLPIX CAMERAS

While supplies last.

### Nikon COOLPIX L24

- 14 MP
- 3.0" LCD
- 3.6x optical zoom
- Case and 4GB memory card included

Search\*: **NIKONL24NOV**  
Costco.com only.



### Nikon COOLPIX AW100

- 16 MP
- 3.0" LCD
- 5x optical zoom
- Action control, GPS, HDMI connectivity

Search\*: **NIKONAW100NOV**  
Warehouse and Costco.com.

### Nikon COOLPIX S6100

- 16 MP
- 3.0" LCD
- 7x optical zoom
- Case and 4GB memory card included

Search\*: **NIKONS6100NOV**  
Warehouse and Costco.com.



**Nikon**



## Woven Photo™ Photo Throw Blanket

Create your own  
54" x 70" personalized  
photo throw using one  
of your favorite photos.  
100% cotton.

**\$59.99 Delivered**

Valid 11/1/11–11/30/11

#11330526

Costco.com only.



## Your Photo On Canvas™

Turn your favorite digital photos into art with these stunning,  
professional-quality canvas prints. 11 sizes available.

**Starting at \$34.99 FREE SHIPPING**

Search\*: CANVASNOV

Valid 11/1/11–11/30/11

Warehouse and Costco.com.



Mix and match sizes to create your own décor  
or give as an unforgettable gift.

**COSTCO**  
PHOTO CENTER

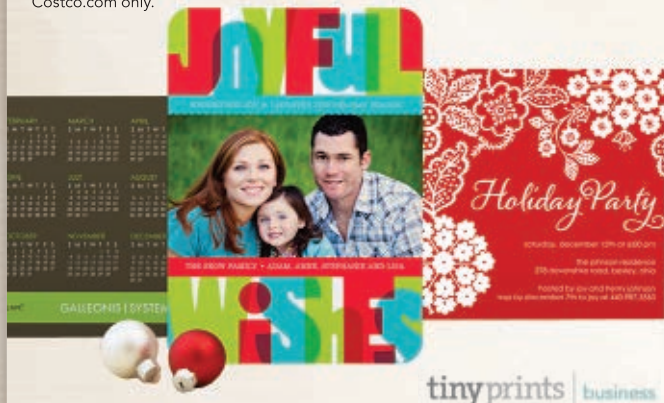
## Send Season's Greetings from Tiny Prints

Make your holiday cards stand out from the bunch.

**20% OFF** Valid 10/17/11–11/13/11

Search\*: TPHOLIDAY

Costco.com only.



## Why Just Print Your Photos

When you can publish them  
in your own book?



## MyPublisher Photobooks

**Costco Members Receive 20% OFF**

#11503017 Costco.com only.

**MyPUBLISHER**

## Invicta "Baby Lupah Set" Women's Watch

Black leather strap with four  
interchangeable bands in cream,  
pink, brown and sea foam green.

**\$54.99 Delivered**

#523241 Costco.com only.



WATCH PRODUCT VIDEO ONLINE

## Invicta II Chronograph Stainless Steel Men's Watch

Black dial with  
gray border.

**\$59.99 Delivered  
After \$20 OFF**

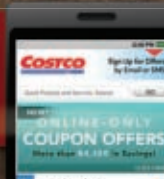
Valid 11/25/11–12/11/11

#601492 Costco.com only.



**INVICTA**





## Swann Alpha "Defend and Deter" Security Monitoring Systems

Multichannel digital video recorders (DVRs) with smartphone viewing. TV-line day/night cameras. Kits includes H.264 compression. View on the internet, iPhone, iPad, Android™, BlackBerry® and more.

### D14 8-Channel DVR, 3x C18 Cameras and PT Dome Camera

- Eight-channel D14 DVR
- Three CCD 480 cameras
- Pan/tilt dome camera
- Control dome on your smartphone
- 500GB HDD

**\$399.99 Delivered After \$200 OFF**

Valid 11/21/11-12/18/11  
#598836



### D18 16-Channel DVR and 8 x C20 Cameras

- 16-channel D18 DVR
- Eight 520 cameras
- HDMI HDTV output
- 1TB HDD

**\$899.99 Delivered**

#598952



### D16 4-Channel DVR and 4 x C19 Cameras

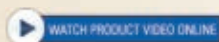
- Four-channel D16 DVR
- Four 520 cameras
- 1TB HDD

**\$459.99 Delivered**

#598949



**Swann**  
Advanced Security Made Easy™  
Costco.com only.



### Voice Alert Wireless Monitoring System

Includes two motion sensors.

**\$129.99 Delivered**

Valid 11/11/11-12/4/11

#605520 Costco.com only.

Also available:

**Extra Motion Sensor 2-Pack**  
**\$119.99 Delivered** #590560



### Brother® 1134DW ¾ Thread Serger Machine with Differential Feed

Added value: four king spools of serger threading.

**\$219.99 Delivered**

#608770



### Brother® LB-6800THRD Computerized Sewing and Embroidery Machine

Bonus: 12-piece thread pack. Includes 4" x 4" embroidery frame, needles, tools and bobbin clips.

**\$389.99 Delivered**

#510842



### Brother® PE700IIPKG Computerized Embroidery-Only Machine

Added value: embroidery kit with high-sheen pacesetter thread, bobbins, needles and more.

**\$589.99 Delivered**

#550635

Costco.com only.

### Brik-A-Blok™ 46-Panel Modular Toy System

Powerful development tool that allows children to create absolute masterpieces of architecture.

**\$129.99 Delivered**

Valid 11/11/11-11/30/11

#588634 Costco.com only.



### KidKraft® Grand Storage Easel

Solid birch frame. Includes four durable bins, two no-spill cups, eraser and paper roll.

**\$89.99 Delivered**

#812569

Warehouse and Costco.com.





WATCH PRODUCT VIDEO ONLINE



## AMF POWERMAX 2.0 Table Tennis Table

Heavy-duty construction with piston technology for easy and safe storage. Includes accessory package.

**\$399.99 Delivered After \$100 OFF**

Valid 11/10/11-11/27/11 #595963 Costco.com only.

WATCH PRODUCT VIDEO ONLINE



## Athens Sierra Billiard and Pub Collection by American Heritage

Includes 8' slate table, ping-pong conversion top, two swivel bar stools, pub shelf and accessory kit.

**\$1,999.99 Delivered After \$800 OFF**

Valid 11/10/11-11/27/11 #547811 Costco.com only.

## Lifetime® Double Shot Arcade Basketball Hoop

Heavy-duty 18-gauge powder-coated steel. Convenient fold-up design for usage and easy storage.

**\$199.99 Delivered After \$40 OFF**

Valid 11/21/11-12/18/11

#599949

Costco.com only.



## Lifetime® 52" Portable Basketball Hoop

Features a steel-framed shatterproof backboard with a power-lift height adjustment.

**\$299.99 Delivered After \$100 OFF**

Valid 11/21/11-12/18/11

#599206

Costco.com only.



**LIFETIME**

WATCH PRODUCT VIDEO ONLINE



## Lifetime® Earth Tone Play Center Bundle

Heavy-duty, commercial-grade play set. Includes durable and stain-resistant kids' folding picnic table and heavy-duty toddler bucket swing.

**\$1,399.99 Delivered** While supplies last. #558156 Costco.com only.



## Lifetime® Portable Tetherball System

Heavy-duty portable base. Fill with sand or water.

**\$99.99 Delivered**

Valid 11/1/11-11/30/11

#549921 Costco.com only.

WATCH PRODUCT VIDEO ONLINE



## Lifetime® Earth Tone 10' Swing Set

A-frame swing set with two belt swings and trapeze bar.

**\$449.99 Delivered**

#516586 Costco.com only.



## SPECIAL OFFERS VIA TEXT MESSAGE

Sign up to receive special offers via text and we will send them right to your phone! Text **COSTCO2** to **71034** now!  
Message and data rates may apply.



### Reebok® Competitor RT 5.1 SpaceSaver® Treadmill

- 2.25 CHP TRX™ motor
- Custom weight-loss workout center
- 20" x 55" running treadmill
- DMX Zone™ cushioning
- iFit® workout SD card technology
- Compatible music port for iPod

**\$599.99 Delivered After \$200 OFF**

Valid 11/10/11-11/27/11  
#598031  
Costco.com only.



Reebok

### Reebok® Stride Select™ RL 6.0 Elliptical

- Adjustable Intensity Ramp™
- Solid steel construction
- 18 preset workout programs
- iFit® workout SD card technology
- Compatible music port for iPod

**\$599.99 Delivered**

While supplies last.  
#543865  
Costco.com only.



Reebok



### Weider® SpeedWeight™ 120 lb. Dumbbell Set

- Easy one-turn-handle weight adjustment
- Quickly adjust each dumbbell from 15 to 60 lbs. in 5 lb. increments
- Includes two convenient storage trays and a weight stand

**\$499.99 Delivered**

While supplies last.  
#576675 Costco.com only.

WEIDER



### Epic® TL 2710 Treadmill

- 3.8 CHP Odyssey™ commercial pro motor
- 10" full-color touch screen with browser powered by Android™
- Built-in iFit Live™ technology
- 20" x 60" commercial treadmill
- Intermix Acoustics™ 3.0 sound system
- Compatible music port for iPod

**\$1,499.99 Delivered**

#603042  
Costco.com only.

EPIC





## 30" Master™ Stafford Therma Top™ Portable Massage Table

Features adjustable heating system and pressure-point-relief memory foam.

**\$229.99 Delivered**

Valid 11/1/11–11/30/11 #346085 Costco.com only.

WATCH PRODUCT VIDEO ONLINE



## Neato Plus Robotic All-Floor Vacuum Cleaner

Includes four filters, 15' of boundary markers, brush head and brush guard.

**\$349.99 Delivered** #559138 Costco.com only.

## Egyptian Alabaster Mosaic Lamp

**\$99.99**

**Delivered**

Valid 11/1/11–11/30/11  
#573778  
Costco.com only.



## NovaForm® Pure Comfort™ Queen Memory Foam Mattress Topper

**\$119.99 Delivered After \$30 OFF**

Valid 11/21/11–12/18/11 #11293374 Costco.com only.  
Other sizes available. Price varies by size.



## US Stove 5520 Pellet Stove

Up to 48,000 BTU.  
Heats up to 2,200 sq. ft.

**\$1,349.99**  
**Delivered**

#597010  
Costco.com only.



WATCH PRODUCT VIDEO ONLINE



## NovaForm® Roma Sera 12" Queen Memory Foam Mattress

**\$799.99 Delivered**

Valid 11/1/11–11/30/11 #11672568 Costco.com only.  
Also available in king and Cal-king sizes.  
Price varies by size.

## Micro Flannel® Sheet Sets

Assorted colors and sizes available.

**Starting at \$28.99 Delivered**

#11677864 Costco.com only.



WATCH PRODUCT DEMO ONLINE



## Arcadia 6-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser, mirror and chest.

**\$1,999.99 Delivered** Valid 11/1/11–11/30/11 #11629828 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



your email address



**BECOME A COSTCO.COM INSIDER!**

Give us your email address and be the first to know about new items and online-only coupon offers.



### Odessa 5-Piece King Bedroom Set

Includes bed, two nightstands, chest and entertainment dresser.

**\$2,999.99 Delivered**

Valid 11/1/11-11/30/11 #11677861 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



### Harlow 5-Piece Queen Bedroom Set

Includes bed with storage, two nightstands, dresser and mirror.

**\$2,199.99 Delivered**

Valid 11/1/11-11/30/11 #11677860 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



### Magnolia 5-Piece Queen Bedroom Set

Includes bed, two nightstands, dresser and mirror.

**\$1,599.99 Delivered**

Valid 11/1/11-11/30/11 #11677766 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



### Avalon 6-Piece Queen Bedroom Set

Includes bed with storage, two nightstands, dresser, mirror and chest.

**\$2,499.99 Delivered After \$600 OFF**

Valid 11/10/11-11/27/11 #11659958 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



### Walden 5-Piece King Storage Bedroom Set

Constructed in America with American hardwoods. Includes bed, two nightstands, dresser and mirror.

**\$2,499.99 Delivered**

Valid 11/1/11-11/30/11 #11677522 Costco.com only.



### Ethan Twin Study Loft

Twin loft bed with safety rails, ample storage and desk with wire management.

Available in walnut or white.

**\$1,399.99 Delivered**

Valid 11/1/11-11/30/11 #11671935

Costco.com only.





**Patterson Top Grain Leather Sectional and Ottoman**  
**\$2,499.99 Delivered**

Valid 11/1/11-11/30/11 #11629829 Costco.com only.  
 Other configurations available. Price varies by configuration.



**Milan Bonded Leather Euro Lounger**  
**\$599.99 Delivered**

Valid 11/1/11-11/30/11 #599068 Costco.com only.



**Lucas 3-Piece Top Grain Leather Set**  
 Includes sofa, loveseat and recliner.  
**\$2,299.99 Delivered**

Valid 11/1/11-11/30/11  
 #11677857 Costco.com only.  
 Other configurations available.  
 Price varies by configuration.



**Florentine 3-Piece Top Grain Leather Set**  
 Includes sofa, loveseat and chair.  
**\$1,499.99 Delivered**

Valid 11/1/11-11/30/11  
 #602813 Costco.com only.

**Abbyson Living**



## COSTCO.COM MOBILE WEB

The best possible prices on quality brand-name merchandise within reach from your Web-enabled phone!



**Customize Your Look** With an online living room designer. Choose from various frames and fabrics.  
**Starting at \$1,899.99 Delivered** #11594763 Costco.com only.

### Carmon Fabric Accent Chair 2-Pack

Includes two accent pillows.

**\$369.99 Delivered**

Valid 11/1/11-11/30/11  
#602840 Costco.com only.



### Paladin Bonded Leather

#### Power Home Theater 3-Person Seating Set

**\$1,799.99 Delivered**

Valid 11/1/11-11/30/11 #11677856 Costco.com only.

Other configuration available. Price varies by configuration.



### Charles Bonded Leather Club Chair 2-Pack

**\$499.99 Delivered**

Valid 11/1/11-11/30/11  
#552243  
Costco.com only.



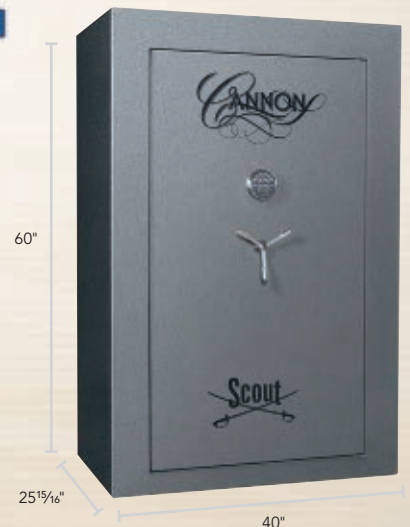
### Cannon Safe SC6040

#### Wide Body 48-Firearm Safe

585 lbs., 30-minute fire protection, electric lock, 33 cu. ft.

**\$799.99 Delivered After \$200 OFF**

Valid 11/10/11-11/27/11  
#565875 Costco.com only.







**Angelina 3-Piece Bar Set** Includes bar and two barstools.  
**\$1,849.99 Delivered** Valid 11/1/11–11/30/11 #562080 Costco.com only.



**Endicott Bonded Leather Swivel Barstool**  
 Available in 26" or 30".  
**\$169.99 Delivered**  
 Valid 11/1/11–11/30/11 #11664567 Costco.com only.



**Kingston Barstools**  
 Available in 26" or 30".  
**\$199.99 Delivered**  
 Valid 11/1/11–11/30/11 #11621547 Costco.com only.



**Pecaso Lighting Esprit Antique Bronze 8-Light Chandelier**  
**\$499.99 Delivered**  
 Valid 11/1/11–12/4/11 #594664 Costco.com only.



**Brookville 8-Piece Dining Set**  
 Includes table, six side chairs and server.  
**\$1,999.99 Delivered**  
 Valid 11/1/11–11/30/11 #11657208 Costco.com only.  
 Other configurations available. Price varies by configuration.



**Loretta 3-Piece Pub Set**  
 Includes pub table and two barstools.  
**\$1,199.99 Delivered**  
 Valid 11/1/11–11/30/11 #600612 Costco.com only.



**Windridge 9-Piece Counter Height Dining Set**  
 Includes counter height table and eight counter height chairs.  
**\$1,149.99 Delivered**  
 Valid 11/1/11–11/30/11 #11664569 Costco.com only.  
 Other configurations available. Price varies by configuration.



**Fairview 7-Piece Dining Set**  
 Includes table and six side chairs.  
**\$1,399.99 Delivered**  
 Valid 11/1/11–11/30/11 #11664568 Costco.com only.  
 Other configurations available.  
 Price varies by configuration.



## SPECIAL OFFERS VIA TEXT MESSAGE

Sign up to receive special offers via text and we will send them right to your phone! Text **COSTCO2** to **71034** now!  
Message and data rates may apply.



**Philips goLITE® BLU Plus Energy Light**  
Boost your mood and energy, naturally.  
**\$154.99** #502009 Costco.com only.



**Philips EnergyLight**  
Feel as energetic as on a sunny day.  
**\$219.99** #595623 Costco.com only.



**Philips Wake-up Light**  
**\$108.99**  
#602852 Costco.com only.

**PHILIPS**  
sense and simplicity



**Vornado® Whole Room Heater**  
• Metal construction  
• Tip-over protection  
• Safety shut-off system  
• Heavy duty  
**\$129.99 Delivered**  
#603891 Costco.com only.



**Adrienne Youth Modular 9-Piece Storage Wall**  
Available with open or two-drawer base unit.  
**\$1,349.99 Delivered**  
Valid 11/1/11–12/16/11  
#11613270 Costco.com only.  
Multiple configurations and individual pieces available.



**McGinley 3-Piece Fabric Set** Includes sofa, loveseat and accent chair.  
**\$1,999.99 Delivered** Valid 11/1/11–11/30/11 #11677858 Costco.com only.  
Other configurations available. Price varies by configuration.



**Santa Barbara Fabric Sectional and Ottoman**  
**\$2,499.99 Delivered**  
Valid 11/1/11–11/30/11  
#11673162  
Costco.com only.

Other configuration available.  
Price varies by configuration.



WATCH PRODUCT DEMO ONLINE

## Simple Connect™ 47" Entertainment Console

Available in mocha or black.  
No tools required to assemble.

**\$179.99 Delivered**

Valid 11/11/11–11/30/11 #11526966 Costco.com only.  
Other sizes available. Price varies by size.



## Middleton 48" Entertainment Console \$179.99 Delivered

Valid 11/11/11–11/30/11 #11642028 Costco.com only.  
Occasional tables also available.



## Avellino Electric Fireplace by Dimplex®

- 20" firebox
- 4,950 BTU
- Includes on/off remote control
- Provides supplemental heat for up to a 400 sq. ft. room

**\$349.99  
Delivered**

Valid 10/31/11–12/4/11  
#611140  
Costco.com only.



## Salvatore Bookcase Fireplace

23" firebox with glazed pine finish. Includes remote control.  
Provides supplemental heat for up to a 400 sq. ft. room.

**\$549.99 Delivered** #594972 Costco.com only.



## Lifetime® 8' Fold-in-Half Utility Table

- Color: almond
- Indoor/outdoor use
- Seats eight comfortably

**\$99.99 Delivered**

Valid 11/11/11–11/30/11  
#539490



## Lifetime® 48" Round Fold-in-Half Table

- Color: white granite
- Indoor/outdoor use
- Seats four comfortably

**\$69.99 Delivered**

Valid 11/11/11–11/30/11  
#513446



## Lifetime® Folding Chairs 32-Pack with Cart

- Available in almond or white granite
- Indoor/outdoor use

**\$1,049.99 Delivered**

#11480985



**LIFETIME**  
COMMERCIAL  
GRADE

Costco.com only.



your email address



**BECOME A COSTCO.COM INSIDER!**

Give us your email address and be the first to know about new items and online-only coupon offers.



### Access Tubs Walk-in Jetted Bathtub

Whirlpool massage, built-in contoured chair and faucet included. Available in left or right power-assist rapid-drain model.

**\$3,799.99 Delivered**

Valid 11/1/11–11/30/11  
#11307235

Costco.com only.



Also available in soaker model.  
**\$2,999.99 Delivered**  
Valid 11/1/11–11/30/11 #11379375

### Access Tubs Wheelchair-Accessible Slide-in Bathtub

Air-bubble massage, built-in contoured seat and faucet included. Available in left or right drain model with power-assist rapid drain included.

**\$4,599.99 Delivered**

Valid 11/1/11–11/30/11  
#11612215

Costco.com only.



Also available in soaker model.  
**\$3,899.99 Delivered**  
Valid 11/1/11–11/30/11 #11612218

### Manchester 42" Single-Sink Vanity by Mission Hills®

Polished black granite countertop. Mahogany brown wood finish. Faucet not included.

**\$679.99 Delivered**

Valid 11/1/11–11/30/11  
#598022

Costco.com only.



### Manhattan 60" Double-Sink Vanity by Mission Hills®

Dark espresso brown wood finish with Brazilian Giallo Veneziano granite countertop. Faucets not included.

**\$949.99 Delivered**

Valid 11/1/11–11/30/11 #498100 Costco.com only.



### Avery 60" Double-Sink Vanity

Mongolian black granite top and backsplash. Mahogany veneers in a warm brown finish. Faucets not included.

**\$999.99 Delivered After \$300 OFF**

Valid 11/21/11–12/18/11 #604551 Costco.com only.

### Brondell Swash Advanced Bidet Toilet Seat

- Replaces your existing toilet seat
- Cleanse with pure water for a healthier family

**Starting at \$399.99 Delivered**  
Search\*: BRONDELLNOV

Costco.com only.



### Fontaine Marbella Widespread Bathroom Faucet

Brushed bronze finish.

**\$99.99 Delivered**

Valid 11/1/11–11/30/11

#526184

Costco.com only.





## Fontaine Riviera Kitchen Pull-out Faucet

Brushed nickel finish.

**\$89.99 Delivered**

Valid 11/1/11-11/30/11

#585854 Costco.com only.



## Ancona Comfort 8 Electric Towel Warmer and Drying Rack

Chrome finish.

**\$199.99 Delivered**

Valid 11/1/11-11/30/11

#11614690

Costco.com only.



## Serenity Shower Panel by Valore

- "Rainfall" experience
- Oversized shower head
- Full stainless steel matte-finished casing
- Eight shower jets
- Single-knob control

**\$379.99 Delivered After \$100 OFF**

Valid 11/21/11-12/18/11

#536927

Costco.com only.



## Tuscan Hills Cabinetry™

Design the custom kitchen or bath cabinetry of your dreams with your personal design consultant in real-time video conferencing. Measuring is easy; just take digital photos and follow the quick and easy instructions on Costco.com. #11677445 Costco.com only.



## Tornado II 30" or 36" Range Hood by Ancona

600 CFM motor. Three-speed operation.

**Starting at \$329.99 Delivered**

Valid 11/1/11-11/30/11 #11497599 Costco.com only.

## Waste King® 1 HP Eco-Green Garbage Disposer

Total energy consumption is less than a 60-watt light bulb.

**\$89.99 Delivered**

#404381

Costco.com only.



## Summit 30" or 36" Range Hood by Valore

600 CFM motor. All-stainless-steel construction.

**Up to \$100 OFF**

Valid 11/21/11-12/18/11 #11526775 Costco.com only.



## COSTCO.COM MOBILE WEB

The best possible prices on quality brand-name merchandise within reach from your Web-enabled phone!



### Granite, CaesarStone® and LivingStone® Countertops by SupplyMyCounter

**10% OFF**

Valid 11/1/11–11/30/11

#11484199 Costco.com only.



### AquaTerra Spas Verona 6-Person Spa

- RokSolid™ advanced polyethylene shell
- 110V plug-n-play or 220V
- 22 jets
- Ozonator
- Cascading waterfall
- LED light
- Steps included

**\$2,999.99 Delivered**

Valid 11/1/11–11/30/11

#609020

Costco.com only.

AQUATERRA SPAS

### GoldenWave Ultra Luxury Canadian Red Cedar 2-Person Corner Sauna

Seven nano-carbon infrared heaters, floor reflexology therapy system.

Blaupunkt

AM/FM/CD with MP3 hookup.

**\$1,699.99**

**Delivered**

**After \$300 OFF**

Valid 11/21/11–12/18/11

#557654

Costco.com only.



WATCH PRODUCT VIDEO ONLINE

### Evolution Spas™ Signature 110-Jet, 6-Person Lounger Spa

- Five pumps
- Salt purification system
- Six barstools
- LED lighting
- Water features
- DURA-LAST™ cabinet
- Storage steps included

**\$6,999.99**

**Delivered**

**After**

**\$1,500 OFF**

Valid 11/10/11–11/27/11

#595834

Costco.com only.



Evolution SPAS



### Hampton 6-Piece Deep Seating Sectional by Sirio™

Includes two armless sections, right arm section, left arm section and two ottomans. All-weather woven resin wicker with Sunbrella® fabric.

**\$1,799.99 Delivered** Valid 11/1/11–11/30/11 #509691 Costco.com only.

Other Sirio™ patio items available.

**Starting at \$89.99 Delivered** Search\*: SIRIONOV



### Bahia Deep Seating Collection

Includes corner chair, two armless chairs, right chair, left chair and two square end tables. All-weather woven resin wicker with Sunbrella® fabric.

**\$1,499.99 Delivered** #371583 Costco.com only.

WATCH PRODUCT VIDEO ONLINE



### Moderno 6-Piece Deep Seating Collection

Includes two club chairs, loveseat, ottoman, end table and coffee table. All-weather woven resin wicker with Sunbrella® fabric.

**\$1,399.99 Delivered** #497352 Costco.com only.





**Portofino 3-Piece Folding Bistro Set**  
Includes folding bistro table and two folding bistro chairs. All-weather woven resin wicker.  
**\$119.99 Delivered After \$40 OFF**  
Valid 10/17/11–11/13/11 #596421 Costco.com only.



**Portofino Folding Chair 6-Pack**  
Includes rolling storage cart. All-weather woven resin wicker and aluminum.  
**\$249.99 Delivered**  
Valid 11/1/11–11/30/11 #601771 Costco.com only.



**Big Daddy Deluxe Hammock**  
Arc wood frame and Sunbrella® fabric bed.  
**\$399.99 Delivered**  
Valid 11/1/11–11/30/11 #570519 Costco.com only.



**Portofino 18-Piece Estate Collection**  
Includes five-piece sectional, two-piece sofa, two coffee tables, side table, two club chairs, two ottomans and four loungers. All-weather woven resin wicker with Sunbrella® fabric.  
**\$4,999.99 Delivered**  
#517597 Costco.com only.

Other configurations also available.  
**Starting at \$699.99 Delivered Search\*: PORTOFINOV**



**Portofino 12-Piece Deep Seating Collection**  
Includes 10-piece sectional and two coffee tables. All-weather woven resin wicker with Sunbrella® fabric.  
**\$2,999.99 Delivered** #558437 Costco.com only.



**Commercial Propane Patio Heater**  
• Mocha finish  
• 46,000 BTU  
• 89" tall with wheel kit  
• Modern design  
**\$139.99 Delivered After \$30 OFF**  
Valid 11/21/11–12/18/11 #510357  
Costco.com only.



**Get Ready for the Holidays**  
Build your own backyard paradise with a Cal Flame® fireplace, Cal Flame barbecue island or build your own with Cal Flame components.  
**Search\*: CALFLAMENOV**  
Costco.com only.



**4' Firewood Storage Rack**  
48" H x 48" L x 14" D. Made from steel tubing. Cover included.  
**\$119.99 Delivered**  
#238591 Costco.com only.



**8' Firewood Storage Rack**  
48" H x 96" L x 14" D. Made from steel tubing. Cover included.  
**\$159.99 Delivered**  
#238593 Costco.com only.



## SPECIAL OFFERS VIA TEXT MESSAGE

Sign up to receive special offers via text and we will send them right to your phone! Text **COSTCO2** to **71034** now!  
Message and data rates may apply.



**Landmann® 38" 2-Drawer Vertical Gas Smoker**  
980 sq. in. smoking area, easy access drawers for water and wood chips.  
**\$249.99 Delivered After \$20 OFF**  
#604471 Costco.com only.

**Little Hotties® Hand and Toe Warmers**  
Air activated, five to eight hours of safe, natural heat.  
**Starting at \$23.99 Delivered**  
Search\*: **LITTLEHOTTIESNOV**  
Warehouse and Costco.com.



**Duracell® 1,000-Watt Running/1,200-Watt Peak Inverter Generator**  
**\$199.99 Delivered After \$70 OFF**  
Valid 11/21/11-12/18/11  
#11679744  
Costco.com only.

CARB-approved model available for California residents.  
**\$229.99 Delivered After \$70 OFF**



**DURACELL**



**ProTemp® Radiant 32,000 BTU Propane Tank-Top Heater**  
Dual swivel head design. Six heat settings.  
**\$79.99 Delivered After \$20 OFF**  
Valid 11/21/11-12/18/11  
#608190  
Costco.com only.



**DURABENCH 2-in-1 Workbench and Scaffold**  
Portable, collapsible, easy to carry and store. 500 lb. weight capacity.  
**\$99.99 Delivered After \$30 OFF**  
Valid 11/21/11-12/18/11  
#584378  
Costco.com only.

**DURABENCH**

**HeatTrak® 20" x 60" Heating Walkway Mat**  
Keeps paths to your hot tub, front door, walkways, etc. clear of snow. Can be connected to additional walkway and stair mats.  
**\$119.99 Delivered After \$20 OFF**  
Valid 11/21/11-12/18/11  
#544510 Costco.com only.



**HeatTrak® 10" x 30" Heating Stair Mat 3-Pack**  
No more slipping on snow or ice.  
**\$139.99 Delivered After \$25 OFF**  
Valid 11/21/11-12/18/11  
#464692 Costco.com only.



**HeatTrak® 24" x 36" Heating Doormat**  
Melts 2" of snow per hour.  
**\$79.99 Delivered After \$15 OFF**  
Valid 11/21/11-12/18/11  
#348283 Costco.com only.





## NewAge Products 6-Piece Heavy-Duty Professional Taupe Metal Garage Cabinets

Fully assembled 18-gauge steel cabinet with powder-coat finish. Maple butcher-block work top.

**\$1,499.99 Delivered After \$500 OFF**

Valid 11/21/11-12/18/11  
#11646519 Costco.com only.

## Also available: NewAge Products VersaRoll Gray PVC Flooring

Easy to install. Comes in 7.5' x 20' roll. \$1 per sq. ft.

**\$149.99 Delivered After \$50 OFF**

#11678133



## FLOW WALL® 5-Piece Cabinet Storage Set

Includes six storage bins, 10 multiuse hooks, four cabinets and 48 sq. ft. of slat wall.

**\$999.99 Delivered After \$300 OFF**

Valid 10/17/11-11/13/11 #593003 Costco.com only.



## 909® Tools 300-Piece Ultimate Super Drill Bit Set

Complete with case.

**\$69.99 Delivered After \$20 OFF**

Valid 11/25/11-12/11/11  
#605060 Costco.com only.



## NuMax 3-Piece Finish Nailer Kit

Includes 16-gauge straight finish nailer, 18-gauge brad nailer and 23-gauge pin nailer.

**\$79.99 Delivered After \$20 OFF**

Valid 11/25/11-12/11/11 #557286 Costco.com only.



## TRINITY 41" Stainless Steel Tool Chest

**\$849.99 Delivered After \$150 OFF**

Valid 11/21/11-12/18/11

#293496

Costco.com only.



## CR Spotless Deionizing Spotless Water System™

- Spot-free rinse system
- No drying required
- Produces 100% pure, mineral-free deionized water

**\$369.99 Delivered**

#180790 Costco.com only.



## Life+Gear LED Flashlights 4-Pack with Case

Includes 700-lumen, 400-lumen and two 80-lumen flashlights.

**\$129.99 Delivered After \$40 OFF**

Valid 11/21/11-12/18/11 #605461 Costco.com only.



## Assorted Bollé Goggles and Helmets

**Starting at \$37.99 Delivered**

Search\*: BOLLENOV

Costco.com only.



## Swingline® 747 Red Desk Stapler

**\$11.99 Delivered**

Valid 11/1/11-11/30/11

#498118 Costco.com only.



## Safco® Onyx Mesh Mobile File Cart

Various styles available.

**Starting at \$28.99 Delivered**

Search\*: SAFCONOV

Costco.com only.



your email address



**BECOME A COSTCO.COM INSIDER!**

Give us your email address and be the first to know about new items and online-only coupon offers.



**trunature**  
A FRESH APPROACH TO HEALTHY LIVING

**Organic Chia**

- Nutrient-dense super food
- Add to soups, smoothies or use in baking

**\$15.49 Delivered**

#556162 Costco.com only.



Source of omega-3s, fiber, calcium, magnesium, iron



**trunature**  
A FRESH APPROACH TO HEALTHY LIVING

**Vitamin D3**

- One-per-day formula
- Easy-swallow softgels
- Extra-strength 5000 IU

**\$10.79 Delivered**

#550586 Costco.com only.



Supports bone strength, immune, colon, muscle and breast health†



**trunature**  
A FRESH APPROACH TO HEALTHY LIVING

**Triple Strength Omega-3 900mg**

- One-per-day formula
- Enteric-coated softgels
- MEG-3 quality

**\$23.49 Delivered**

#519673 Costco.com only.



Maximum strength for cardiovascular health†



**trunature**  
A FRESH APPROACH TO HEALTHY LIVING

**Tonalin® CLA**

- Reduces body fat
- Maintains lean muscle
- Helps prevent fat cells from refilling

**\$22.49 Delivered**

#504644 Costco.com only.



Helps promote fat reduction†

**trunature**  
A FRESH APPROACH TO HEALTHY LIVING

**Hair, Skin, Nails**  
Healthy, Radiant, Strong†

This premium formula contains essential nutrients proven to help keep your hair, skin and nails healthy, radiant and strong. Contains biotin, bamboo silica, collagen, alpha-lipoic acid and so much more!

**\$14.39 Delivered**

#582701 Costco.com only.



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



# inside **costco** special events

Dates and events are subject to change. Special Events for other regions may be found on [Costco.com](http://Costco.com); type "special events" into the search box.

Click [here](#) for a list of special events by region.

## ALASKA

### Anchorage II

Nov 25-Dec 4 Nordic sweaters

### Juneau

Nov 7-Dec 4 Women's fashion apparel

## IDAHO

### Boise

Nov 4-13 Massage chairs  
Nov 4-13 Traeger pellet grills  
Nov 18-27 Religious-themed art

### Coeur d'Alene

Nov 4-13 Vitamix blenders  
Nov 11-20 Women's fashion apparel

### Nampa

Nov 3-13 Jewelry to Your Doorstep (JTYDS) jewelry  
Nov 11-20 Religious-themed art

### Pocatello

Nov 10-19 Religious-themed art  
Nov 11-20 Modesty apparel  
Nov 21-Dec 4 Women's fashion apparel

### Twin Falls

Nov 11-20 Religious-themed art

## MONTANA

### Billings

Nov 2-13 Modesty apparel  
Nov 3-13 Nordic sweaters  
Nov 4-13 Little Giant ladders

### Bozeman

Nov 3-13 Nordic sweaters

### Kalispell

Nov 2-13 Nordic sweaters

### Missoula

Nov 2-13 Nordic sweaters  
Nov 11-20 Rwandan baskets  
Nov 11-20 Vitamix blenders

## OREGON

### Albany

Nov 4-13 Women's apparel  
Nov 17-27 JTYDS jewelry  
Nov 18-27 Chandler Farm body care  
Nov 28-Dec 11 Women's fashion apparel

### Aloha

Nov 4-13 Lucky Clover jewelry  
Nov 4-13 Traeger pellet grills  
Nov 7-20 Women's fashion apparel  
Nov 25-Dec 4 Women's apparel

### Bend

Nov 4-13 Modesty apparel  
Nov 25-Dec 4 Nordic sweaters

### Clackamas

Nov 11-20 Vitamix blenders  
Nov 14-27 Women's fashion apparel

### Eugene

Nov 11-20 Chandler Farm body care

### Hillsboro

Nov 4-13 Roma Designs jewelry  
Nov 11-20 Massage chairs  
Nov 18-27 Traeger pellet grills  
Nov 25-Dec 4 Vitamix blenders

### Medford

Nov 4-13 Chandler Farm body care  
Nov 7-20 Women's fashion apparel  
Nov 18-27 Little Giant ladders

### Portland

Nov 4-13 Chandler Farm body care  
Nov 4-13 Modesty apparel  
Nov 16-20 Vitamix blenders

### Roseburg

Nov 11-20 Vitamix blenders

### Salem

Nov 4-13 Massage chairs  
Nov 4-13 Women's apparel  
Nov 11-20 Chandler Farm body care  
Nov 11-20 Traeger pellet grills  
Nov 11-20 Wilsonville  
Nov 4-18 Yamaha pianos

## UTAH

### Murray

Nov 25-Dec 4 Nordic sweaters  
Nov 25-Dec 4 Vitamix blenders

### Ogden

Nov 4-13 Traeger pellet grills  
Nov 17-26 Religious-themed art  
Nov 21-Dec 4 Women's fashion apparel

### Orem

Nov 11-20 Little Giant ladders  
Nov 25-Dec 4 Chandler Farm body care

### Salt Lake City

Nov 11-20 Gunter Wilhelm cutlery  
Nov 14-27 Women's fashion apparel

### Sandy

Nov 3-12 Religious-themed art  
Nov 11-20 Massage chairs

### West Bountiful

Nov 11-20 Little Giant ladders  
Nov 17-27 Lucky Clover jewelry

### West Valley

Nov 18-27 Traeger pellet grills  
Nov 25-Dec 4 Gunter Wilhelm cutlery

## WASHINGTON

### Aurora Village

Nov 11-21 Men's custom suits  
Nov 28-Dec 11 Women's fashion apparel

### Bellingham

Nov 4-13 Modesty apparel  
Nov 14-27 Women's apparel  
Nov 25-Dec 4 Nordic sweaters

### Burlington

Nov 4-13 Fireplace inserts and wood stoves  
Nov 18-27 Rwandan baskets

### Clarkston

Nov 4-13 Lucky Clover jewelry  
Nov 11-20 Safes  
Nov 18-27 Traeger pellet grills

### Covington

Nov 4-13 Traeger pellet grills  
Nov 17-27 Lucky Clover jewelry

### East Wenatchee

Nov 11-20 Modesty apparel  
Nov 25-Dec 4 Traeger pellet grills

### Everett

Nov 4-13 Lucky Clover jewelry  
Nov 4-13 Traeger pellet grills  
Nov 4-13 Women's apparel  
Nov 18-27 Chandler Farm body care

Nov 25-Dec 4 Nordic sweaters  
Nov 25-Dec 4 Roma Designs jewelry

### Federal Way

Nov 4-13 Lucky Clover jewelry  
Nov 4-13 Modesty apparel  
Nov 21-Dec 4 Women's fashion apparel

### Gig Harbor

Nov 4-13 Modesty apparel  
Nov 11-20 Professional cookware  
Nov 14-27 Women's fashion apparel

### Issaquah

Nov 4-13 Telesto Designs jewelry  
Nov 4-13 Massage chairs



## vaccinations

**Flu Shots** Seasonal influenza vaccinations are available at most Costco pharmacies until late November.

### Kennewick

Nov 11-20 Modesty apparel

### Kirkland

Oct 28-Nov 6 Men's custom suits  
Nov 4-13 Little Giant ladders  
Nov 11-20 Bamboo bedding  
Nov 11-20 Professional cookware

### Lacey

Nov 4-13 Roma Designs jewelry  
Nov 4-13 Traeger pellet grills  
Nov 11-20 Women's apparel

### Marysville

Nov 11-20 Gunter Wilhelm cutlery  
Nov 11-20 Women's apparel  
Nov 17-27 Telesto Designs jewelry  
Nov 18-27 Vitamix blenders

### Puyallup

Nov 4-13 Fireplace inserts and wood stoves  
Nov 18-27 Traeger pellet grills  
Nov 25-Dec 4 Nordic sweaters

### Sequim

Nov 11-20 Women's apparel  
Nov 28-Dec 11 Women's fashion apparel

### N Spokane

Nov 4-13 Modesty apparel

### Tacoma

Nov 4-13 Chandler Farm body care  
Nov 11-20 Vitamix blenders  
Nov 21-Dec 4 Women's fashion apparel  
Nov 25-Dec 4 Nordic sweaters

### Tukwila

Nov 11-20 Massage chairs  
Nov 11-20 Modesty apparel  
Nov 11-20 Vitamix blenders  
Nov 25-Dec 4 Chandler Farm body care  
Nov 25-Dec 4 Nordic sweaters

### Union Gap

Nov 4-13 Modesty apparel  
Nov 17-27 JTYDS jewelry  
Nov 18-27 Vitamix blenders

### Vancouver

Nov 7-20 Women's fashion apparel  
Nov 11-20 Chandler Farm body care  
Nov 18-27 Gunter Wilhelm cutlery

### E Vancouver

Nov 4-13 Gunter Wilhelm cutlery  
Nov 17-27 Lucky Clover jewelry  
Nov 18-27 Vitamix blenders

### Woodinville

Nov 3-13 JTYDS jewelry  
Nov 4-13 Women's apparel  
Nov 14-27 Women's fashion apparel

## warehouse hours

Monday-Friday 10am-8:30pm  
Saturday 9:30am-6pm  
Sunday 10am-6pm

**Costco.com** open 24 hours a day, 7 days a week

### Additional Services

**Costco Auto Program.** 1-800-800-9288;  
[www.costcoauto.com](http://www.costcoauto.com)  
**Fife and Lynnwood, WA, Business Centers, Print & Copy Center.** Delivery to businesses, more business products. Open to all Costco members. 1-800-788-9968

## specialty services

at your local warehouse or business center

### ALASKA

|              | 1-Hour Photo | Auto Program | Business Delivery | Car Wash | Costco.com Kiosk | Gas Station | Hearing Aids | Ink Cartridge Refill | Optical | Print & Copy Ctr. | Service Deli |
|--------------|--------------|--------------|-------------------|----------|------------------|-------------|--------------|----------------------|---------|-------------------|--------------|
| Anchorage    | •            | •            | •                 |          |                  | •           |              |                      | •       | •                 | •            |
| Anchorage II | •            | •            | •                 |          |                  | •           |              |                      | •       | •                 | •            |
| Juneau       |              |              |                   |          |                  |             |              |                      |         |                   |              |

### IDAHO

|               | 1-Hour Photo | Auto Program | Business Delivery | Car Wash | Costco.com Kiosk | Gas Station | Hearing Aids | Ink Cartridge Refill | Optical | Print & Copy Ctr. | Service Deli |
|---------------|--------------|--------------|-------------------|----------|------------------|-------------|--------------|----------------------|---------|-------------------|--------------|
| Boise         | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Coeur d'Alene | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Nampa         | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Pocatello     | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Twin Falls    | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |

### MONTANA

|           | 1-Hour Photo | Auto Program | Business Delivery | Car Wash | Costco.com Kiosk | Gas Station | Hearing Aids | Ink Cartridge Refill | Optical | Print & Copy Ctr. | Service Deli |
|-----------|--------------|--------------|-------------------|----------|------------------|-------------|--------------|----------------------|---------|-------------------|--------------|
| Billings  | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Bozeman   | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Helena    | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Kalispell | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Missoula  | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |

### OREGON

|             | 1-Hour Photo | Auto Program | Business Delivery | Car Wash | Costco.com Kiosk | Gas Station | Hearing Aids | Ink Cartridge Refill | Optical | Print & Copy Ctr. | Service Deli |
|-------------|--------------|--------------|-------------------|----------|------------------|-------------|--------------|----------------------|---------|-------------------|--------------|
| Albany      | •            | •            | •                 |          | •                | •           | •            | •                    | •       | •                 | •            |
| Aloha       | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Bend        | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Clackamas   | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Eugene      | •            | •            | •                 |          | •                | •           | •            | •                    | •       | •                 | •            |
| Hillsboro   | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Medford     | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Portland    | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Roseburg    | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Salem       | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Tigard      | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Warrenton   | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Wilsonville | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |

### UTAH

|                | 1-Hour Photo | Auto Program | Business Delivery | Car Wash | Costco.com Kiosk | Gas Station | Hearing Aids | Ink Cartridge Refill | Optical | Print & Copy Ctr. | Service Deli |
|----------------|--------------|--------------|-------------------|----------|------------------|-------------|--------------|----------------------|---------|-------------------|--------------|
| Lehi           | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Murray         | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Ogden          | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Orem           | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| St. George     | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Salt Lake City | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| Sandy          | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| West Bountiful | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |
| West Valley    | •            | •            |                   |          | •                | •           | •            | •                    | •       | •                 | •            |

### WASHINGTON

|                        |   |   |   |   |   |   |   |   |   |   |   |
|------------------------|---|---|---|---|---|---|---|---|---|---|---|
| Aurora Village         | • | • | • |   | • | • | • | • | • | • |   |
| Bellingham             | • | • | • |   |   | • | • | • | • |   | • |
| Burlington             | • | • | • |   |   | • | • | • | • | • | • |
| Clarkston              | • | • |   |   |   | • | • |   | • | • | • |
| Covington              | • | • | • |   |   | • | • | • | • | • | • |
| East Wenatchee         | • | • |   |   |   | • | • | • | • | • | • |
| Everett                | • | • | • |   |   | • | • | • | • | • | • |
| Federal Way            | • | • | • |   |   | • | • | • | • | • | • |
| Fife Business Center   |   | • | • |   |   |   |   |   |   | • |   |
| Gig Harbor             | • | • | • |   |   | • | • | • | • | • | • |
| Issaquah               | • | • | • |   | • | • | • | • | • | • | • |
| Kennewick              | • | • |   |   |   | • | • | • | • | • | • |
| Kirkland               | • | • | • |   |   | • | • | • | • | • | • |
| Lacey                  | • | • | • |   |   | • | • | • | • | • | • |
| Lynnwood Business Ctr. |   | • | • |   |   | • |   |   |   | • |   |
| Marysville             | • | • | • |   | • | • | • | • | • | • | • |
| Puyallup               | • | • | • |   |   | • | • | • | • | • | • |
| Seattle                | • | • | • | • |   | • | • | • | • | • | • |
| Sequim                 | • | • |   |   |   | • | • |   | • | • | • |
| Silverdale             | • | • | • |   |   | • | • | • | • | • | • |
| Spokane                | • | • |   |   |   | • | • | • | • | • | • |
| N Spokane              | • | • |   |   |   | • | • | • | • | • | • |
| Tacoma                 | • | • | • |   |   | • | • | • | • | • | • |
| Tukwila                | • | • | • |   |   | • | • | • | • | • | • |
| Tumwater               | • | • | • |   |   | • | • | • | • | • | • |
| Union Gap              | • | • |   |   |   | • | • | • | • | • | • |
| Vancouver              | • | • |   |   |   | • | • | • | • | • | • |
| E Vancouver            | • | • |   |   |   | • | • | • | • | • | • |
| Woodinville            | • | • | • |   | • | • | • | • | • | • | • |

*Introducing the New*  
**Nature Made®**  
**SUPER D<sub>3</sub>**  
**COMPLEX**



**THE NEW NATURE MADE SUPER D3 COMPLEX** is an advanced formulation that supports your immune and overall health. In just one easy-to-swallow softgel, this unique combination contains Vitamin D3 2000 IU, Magnesium and Antioxidants, which support your immune function. It not only helps the body to maintain adequate levels of Vitamin D but also supports your teeth, bone and muscle health.<sup>†</sup> **It really is Super D3.**

**ONE SOFTGEL CONTAINS**

- Vitamin D3 2000 IU
- Magnesium 250 mg
- Vitamin A 500 IU
- Zinc 5 mg
- Copper 0.5 mg

**SAFELY MADE. PURELY MADE.**



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW**



MERCHANT CREDIT CARD PROCESSING

# Take credit for less.



# 1.48%\* OR 1.99%\*

Plus 20¢ per card-swiped transaction for retail-classified merchants.

Plus 27¢ per transaction for mail- and phone-order, and Internet-classified merchants.



CALL **1-800-616-1935** AND REFER TO PRIORITY CODE 83200.



\* Visa/MasterCard/Discover service is sponsored through U.S. Bank. Rates listed are for qualified transactions. Reward cards process at a higher rate. A monthly minimum charge applies when qualified transaction fees and per-item charges are less than \$20 per month. Annual interchange or assessment increases by Visa/MasterCard or Discover may affect these rates. Rates and fees may change without notice. Rate and acceptance are subject to underwriting. Call Elavon at 1-800-616-1935 for all terms and conditions.